

The NATIONAL UNDERWRITER

62nd Year, No. 4

—The National Weekly Newspaper of Life Insurance—

Jan. 25, 1958

Del. Senator Calls Bank-Loan Plan 'Glaring Loophole'; Urges Action

WASHINGTON—Sen. Williams, Delaware Republican, wound up and took a mighty swing at the bank-loan plan as a "glaring loophole" Monday. His speech was reported in the daily papers as if he actually made it, but that was because advance copies were given to the Senate press room for automatic release and then the Senate adjourned out of respect to Sen. Neely, who had died Sunday.

In a vigorous denunciation of the bank-loan type of sale, Sen. Williams called for action by the Senate finance committee, the House ways and means committee and Congress. Following is substantially the text of his speech:

"Today I wish to discuss a major loophole in our income tax laws through which it is possible for an individual in the upper income tax brackets to work out an arrangement

with an insurance company through a 'loan-financed plan,' thereby building up substantial insurance credit with a negligible down payment, with the carrying costs being financed largely through tax-exempt savings.

U.S. Appeals Court Rules Cash Values Subject To Tax Claim

CHARLOTTE, N. C.—Chief Judge Parker of the U. S. court of appeals has ruled that the federal government can seize life insurance cash values for unpaid income tax. The opinion reversed a West Virginia federal district court ruling. The case involves policies issued by Metropolitan Life and Guardian Life on Dr. M. A. Gilmore of West Virginia, who was convicted of income tax evasion in 1953 and fled to Canada.

The case differs materially from the Sterns and Bess cases, in that the latter involved life insurance proceeds and claim was made after the taxpayer's death. The U. S. Supreme Court, as reported in THE NATIONAL UNDERWRITER for Nov. 15, 1957, has agreed to review the Sterns and Bess cases and to rule on the government's right to seize proceeds for delinquent income taxes.

"I will cite one hypothetical case showing how a taxpayer in the 50% bracket can, with a nominal down payment, utilize the loan-financed plan and with a negligible comparative cost pyramid a small cash outlay into a substantial insurance annuity.

"The key to this plan is the conversion of interest tax credits into tax-exempt savings, and as a taxpayer approaches the higher brackets the loophole becomes progressively more advantageous.

"This procedure is referred to in insurance circles as a 'loan-financed insurance and annuity plan,' and operates as follows:

"The essential feature of this loan-financed insurance and annuity plan is an arrangement which will permit the policyholder to deduct interest on borrowed funds while there is a simultaneous tax-free build-up of earnings on the reserves behind the policy. Under such arrangements it is contemplated the purchaser will pay all or substantially all of his premiums by means of loans obtained from a bank or the issuing company against the cash or loan value of his contract, with no plan for liquidating the indebtedness thus incurred, except on the surrender or maturity of the policy.

"Depending on the interest rates on (CONTINUED ON PAGE 19)

NALU Urges Better Income-Tax Break For Debit Agents

Schneider, Federal Law, Legislation Chairman, Is Spokesman At Hearing

WASHINGTON—The odd situation in which debit life insurance agents are classed, for tax purposes, with milkmen and bakery route men was attacked by a National Assn. of Life Underwriters spokesman before the House ways and means committee in an effort to obtain for debit men the same kind of expense-deduction treatment that ordinary agents are accorded.

John Z. Schneider, Connecticut General Life, Baltimore, chairman of the NALU federal law and legislation committee said that while there is no question about ordinary agents being classed as "outside salesmen" and hence permitted to deduct from gross income all ordinary and necessary business expenses in computing adjusted gross income, there is considerable uncertainty and confusion with respect to debit agents.

"It appears that by and large the Internal Revenue Service has taken the position that debit agents are not 'outside salesmen' within the meaning of section 62(2)(D)," he said. "On the other hand, we are advised that in a growing number of cases, debit agents have managed to get rulings from their local district directors of internal revenue that they are 'outside salesmen.' Nothing in the Treasury regulations recently promulgated under section 62(2)(D) seems likely to clear up the resulting confusion and uncertainty, and we, therefore, urge that the section itself be clarified by an amendment which will leave no doubt that such agents are indeed 'outside salesmen.'"

Mr. Schneider pointed out that while a debit agent spends part of his time collecting weekly or monthly premiums he spends much time selling new insurance in and out of his assigned territory. Debit agents accounted for 42% of all life insurance sold in 1955. Most debit agents get a large part of their compensation from the sale of insurance—in fact many receive the major share from this work.

The debit agent, Mr. Schneider emphasized, must be licensed the same as other life agents. He particularly stressed the fact that the debit agent, even when collecting, is doing a selling job, because there is no debt owed, as in the case of a milkman or a bread-route driver. Also, the debit

Chicago Assn. Names W. E. North As Choice For NALU Secretary

Chicago Assn. of Life Underwriters has unanimously endorsed William E. North, general manager New York Life, northern Illinois branch at Evanston, as candidate for secretary of National Assn. of Life Underwriters and has sent its selection to the NALU nominating committee in the form of a resolution from its board.



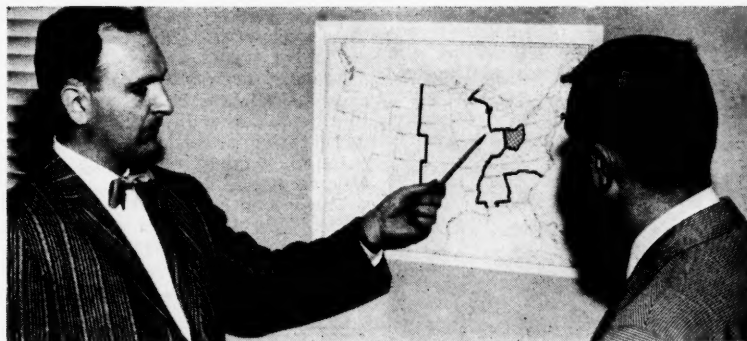
W. E. North

The resolution mentioned "distinguished service" Mr. North has given to the national association. This includes the posts of trustee, past national chairman of the committee on disability insurance, past chairman Denver resolution committee and special committee on health and welfare. He is currently chairman of the NALU membership committee.

Mr. North has also served as president of the Illinois association, president of Chicago Life Agency Managers Assn. and director of Chicago Assn. of Life Underwriters. He was also awarded honorary membership in Illinois Insurance Society of University of Illinois "in recognition of his outstanding activities in behalf of insurance education." Additionally, Mr. North is a past director and vice-president of the Portland, Ore., association.

Mr. North went with New York Life at Corvallis, Ore., in 1930, subsequently becoming agency director in Montana and northern Wyoming. He went to

(CONTINUED ON PAGE 19)



John Wrabetz (left), administrator of the armed forces "Medicare" program for Mutual Benefit H.&A., discusses with his assistant, Ben Patterson, the handling of claims in the territory for which the company is responsible. The company pays hospital expenses incurred under the program in 17 states, with more than 4,000 hospitals in those states participating. In addition, the company pays doctors' fees under the program in Ohio and Rhode Island.

Late News Bulletins ...

Ways-Means Oks Extending Company Tax Basis

WASHINGTON—The House ways and means committee has approved a bill extending for another year the present income tax basis applying to life companies. This is in line with Chairman Mills' statement following the Treasury agreement to "go along" with the present basis another year to allow time to evolve a permanent basis. The committee also agreed to delete from the pending technical amendments bill the provision for partially restoring the premium-payment test for state taxation of life insurance proceeds. This will leave the matter up to the Senate finance committee. Rep. Mills is reported to feel that the partial restoration provision is not strong enough. Others, led by Rep. Curtis of Missouri, are opposed to any restoration.

agent is selected for his sales ability, it is he, and not the company, that determines the time and place of sales, and as a general rule he must undertake on his own, without reimbursement, any entertainment, telephone and other expenses necessary to his sales activities.

Mr. Schneider suggested adding the following sentence as an amendment to section 62(2)(D): "For the purpose of this paragraph, the term 'outside salesman' shall include full-time employee insurance agents, including those operating on a so-called debit agency basis."

Mr. Schneider also sought a change in the present law covering transfers of life insurance policies for value. One important result of the present law, he said, is that persons who would otherwise have taken transfers of existing policies often found it necessary instead to buy new insurance on the lives of those involved. He explained how this would add to the cost and in some cases insurance would not be available at any price. Moreover, the harshness of the present law produces virtually no additional revenue. Even in the absence of the tax consequences imposed by section 101 (1) (2), transfers for speculative purposes would be so rare as to be a negligible consideration, he said.

NALU's recommendation is that the law be amended so as to make the transfer-for-value inapplicable to any transferee who has an insurable interest in the insured and that since the definition of "insurable interest" varies somewhat among the states, the section should list certain specific classes of transferees who are generally conceded to have such an interest. Mr. Schneider submitted a draft of an amendment to accomplish this.

Brooklyn Managers Elect Karp

Jacob S. Karp, general agent of Massachusetts Mutual, has been elected president of Brooklyn Life Managers Assn. to replace the late Anthony Musalo, who was general agent of Continental American.

Also elected were Irving S. Bober, general agent of New England Life, vice-president, and Henry Marshall, general agent of Berkshire Life, secretary.



Six children of one family and their parents were the first persons in the U. S. to be issued life insurance policies of the new series put into effect the first of the year by Connecticut Mutual. President Charles J. Zimmerman presented the policies to (from left) Michael, Mary, Peter, Robert, Andrew and (extreme right) James Murphy of Farmington, Conn. Second from right is Jack Murphy, Connecticut Mutual agent of Hartford, who is no relation to the Murphys of Farmington. Mr. and Mrs. Murphy and their children have been Connecticut Mutual policyholders for some time.

Improvements In Metcalf A&S Bills Make Them Worse Than Last Year's

Insurers Find 4 Radical N. Y. Measures Would Still Be Damaging To Business

By JOHN B. LAWRENCE JR.

NEW YORK—Industry analysis of the revised A&S bills sponsored by the New York legislature's joint committee on health insurance plans shows that the effect of the so-called improvements made by the committee since the bills lost out last year is to make the present bills even more objectionable to insurance men than last year's.

For example, the change dealing with group A&S policies, like the original measure, would require that in all group hospital, surgical and medical expense policies there be a provision allowing the certificate holder to obtain an individual policy continuable for life. Under the original bill, the benefits of the converted policy had to equal at least 75% of those under the group policy and the maximum premium rate on conversions was limited to not more than the group rate for these benefits, plus an extra charge of 25%.

Under the revised bill, however, the individual converted policy must provide at least a minimum level of benefits to be determined by the superintendent, but must include at least 21 days of hospital expense coverage and benefits for surgical expense and in-hospital physicians' visits. Also, the maximum premium rate on these conversions has been reduced to the rate for the benefits in the company's group manual plus a charge of only 10%.

Another change is the modification of the proposal that all individual hospital, surgical and medical policies be continuable for life without any limitation or reduction of benefits for advanced ages. The new bill dealing with individual A&S policies will permit the insurer to terminate the policy

within the first two years after issue, but the contract must be continuable for life after that period.

Sen. Metcalf of Auburn, who heads the joint committee, will conduct a public hearing Jan. 30 at 2 p.m. in the senate chamber at Albany. Representatives of A&S insurers operating in New York are expected to raise strong objections at that time. They and other foes protested loudly at a 5-hour hearing on the original bills last year.

Following last year's hearing and subsequent death of the legislation, the Metcalf committee and its staff revised the bills to meet some of the criticisms. While some minor amendments were made, the basic purpose of the bills remains the same. Even in their new clothing, they failed to win unanimous support of the committee.

The first bill in the 1958 package would provide that no individual hospital, surgical or medical expense policy could be cancelled or otherwise terminated after it has been in force two years. Then it must be continuable for life at the policyholder's option. Classes of policies may be replaced with the superintendent's approval, provided there is no lapse in coverage. The new coverage must be comparable to the old. All hospital, surgical or medical family policies must contain a conversion privilege. The converted policy must be the same as the original in coverage and amount, but may be for less if desired by the policyholder. The bill also would apply to non-group contracts issued by prepayment plans.

This measure would have the effect of compelling people to purchase a lifetime A&S policy or none at all. The lower cost term A&S contracts no longer would be available. Some companies now offering lifetime individual policies would have to leave this field if benefits could not be reduced after a certain age. In some cases, they might reduce the benefits at lower ages.

The second bill would require group hospital, surgical and medical expense policies to contain a conversion privilege allowing all certificate holders to obtain individual contracts which are continuable for life. The individ-

al converted policy would have to provide at least a minimum level of benefits set by the superintendent and must provide at least 21 days of hospital expense benefits plus surgical expense and in-hospital physicians' benefits.

The maximum premium on these conversions would not be allowed to exceed the rate shown in the company's manual, plus a 10% additional charge. The experience of all individuals. (CONTINUED ON PAGE 18)

ANTI-TRUST CHIEF HINTS:

Some States Putting Too Much Regulation Into Private Hands

TUCSON—With respect to some states, the question may be raised as to whether the grant of what can be considered governmental power to private rating bureaus is so great as to be invalid on constitutional grounds, said Victor R. Hansen, assistant U. S. attorney-general in charge of the anti-trust division, at the University of Arizona program on insurance regulation. Mr. Hansen's address was the feature of a dinner meeting.

The insurance program was the university's first project under a \$5,000 grant from New York Life, which is being used to extend insurance knowledge throughout the state.

He said the question he was raising emphasizes the importance of supervision by the state insurance department over the activities of the private rating bureaus.

Mr. Hansen did not name any of the states he thought might be going too far in delegating governmental powers to private rating bureaus. However, he did mention as an example of effective insurance department supervision the recent decision by the New York department recognizing the right of an insurer to withdraw from a rating bureau and file independent rates lower than the bureau rates.

Mr. Hansen said that recently there have been attempts in several states, either by proposed legislation or by state regulation, to require complete uniformity in rates and policy forms.

"I do not wish to express any opinion as to the merits or validity of any specific state action," he said. "I would like to say, however, that to the extent that the state imposes strict conformity upon the insurance industry and eliminates or greatly restricts the area for independent action in rates and methods of operation, to that extent the underlying purpose of the McCarran act—which is to preserve and protect healthy competition in the insurance industry—becomes undermined."

Mr. Hansen noted that the McCarran act provides that "nothing contained in this act shall render the said Sherman act inapplicable to any agreement to boycott, coerce or intimidate, or act of boycott, coercion or intimidation," and thus it is clear that coercion, intimidation and boycott remain subject to the Sherman act irrespective of state regulation and supervision.

Pan-Am Unveils New Policies At 5-Day 'Billionaire' Meet

Pan-American Life held a 5-day "billionaire convention" for 500 delegates and guests at Hollywood, Fla. The "billionaire" theme celebrated the \$1 billion mark of insurance in force which was passed in August.

President Crawford H. Ellis, who presided at a welcome breakfast, revealed the company now has more than \$1,030,000,000 of insurance in force and \$200 million in assets.

Edward G. Simmons, executive vice-president, praised the field force (CONTINUED ON PAGE 19)

ave to pro-
vel of ben-
ndent and
ys of hos-
is surgical
physicians'

on these
allowed to
the com-
additional
all indi-
18)

TS:

ting
ation
ds

to some
raised as
at can be
ower to
reat as to
grounds,
ant U. S.
the an-
ersity of
ce regu-
was the

was the
er a \$5-
e, which
insurance

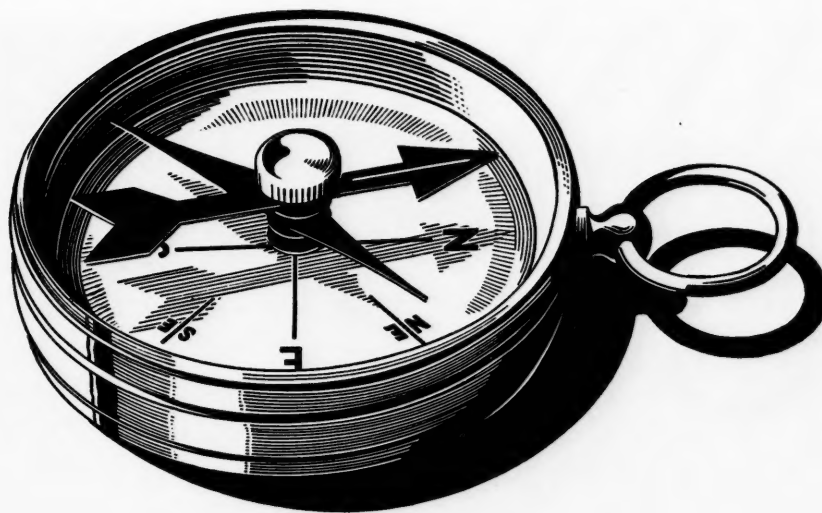
raising
super-
depart-
private

any of
e going
nmental
bureaus.
an ex-
depart-
decision
recog-
o with-
nd file
he bu-

there
states,
or by
mplete
forms.
opin-
of any
d. "I
to the
strict
ndus-
tricts
on in
n, to
se of
pre-
tition
omes

Car-
con-
said
any
in-
n or
that
re-
ir-
su-

62nd
class



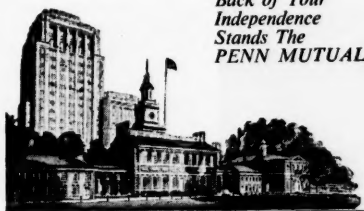
going places?...

which direction???

For Penn Mutual underwriters interested in going places, there are *many* directions in which to go . . . because *Penn Mutual opportunities go to Penn Mutual men*. There are life underwriting sales, sales supervisory work, management and General Agency opportunities . . . whatever the individual is most interested in and best suited for.

In turn, the underwriter can be certain that the company will do everything in its power to help him realize his goal . . . both through intensive training and educational programs and through plentiful opportunities to test his wings in actual positions of responsibility.

You see, we know that our "men with a future" represent *our* future.



*Back of Your
Independence
Stands The
PENN MUTUAL*

THE PENN MUTUAL LIFE INSURANCE COMPANY • Independence Square, Philadelphia, Pa.

Mutual Benefit '57 Life Sales Rise To Peak \$407,704,457

Mutual Benefit Life sales in 1957 totaled a record \$407,704,457, up \$21 million. Group sales totaled \$17,390,517 in 1957, first year of group operations.

November and December sales of \$46 million and \$55 million, respectively, were credited with bringing the

company over the \$400 million mark for the first time. Forty-five of the 81 agencies sold more in 1957 than in 1956 and 33 sold more than ever before. The average size policy climbed to \$10,501, a rise of \$207.

The Earls agency in Cincinnati led all others with \$19,669,505 in sales. Cincinnati has led every year since 1951. Other top agencies were Murrell in Los Angeles, with \$16,401,961; Huber at New York, with \$15,380,877; Guibord in Newark, with \$14,776,808;

McDougall in Cleveland, with \$13,339,030, and Catterton in Houston, with \$7,095,026.

To Pay Dividends Quarterly

Kansas City Life, which has been paying dividends each January and July, will hereafter pay dividends on a quarterly basis. The company voted a dividend of \$2 a share for the first quarter of 1958 and was paid Jan. 20 to holders of record Jan. 16. At this rate the dividend is \$8 a year, or the same as paid in 1957.

McConnell Offers NAIC Aid In U. S. Probe Of PL 15

Commissioner McConnell of California, in a letter to Sen. O'Mahoney of Wyoming, chairman of the senate judiciary anti-trust subcommittee, has offered the cooperation of NAIC in view of a pending investigation of state regulation by that committee.

Mr. McConnell, who is chairman of NAIC's preservation of state regulation and federal liaison committees, wrote: "I respectfully suggest that these committees of the NAIC and the commissioners individually can supply your committee with complete and authoritative information covering the subject." The alternative, he said, would be to set up a new investigating and research staff to be paid out of funds appropriated for the senate committee. "Such an expenditure is unnecessary and we want to cooperate with you to avoid it."

The McConnell letter continued: "Most recent reports indicate that your committee has not yet decided to schedule such an investigation. However, I am writing to you at this time as a precaution so that we may have an opportunity to discuss the matter at the inception of the planning of any such investigation."

Included in the letter was an excerpt from a joint report of the two committees headed by Mr. McConnell which was submitted at the December meeting of NAIC. The report cited the improvement of state regulation since Public Law 15 was enacted and welcomed any such investigation as a chance to "prove the value and adequacy of state regulation."

List 201 Organizations In New Insurance Guide

A new directory, *National Insurance Organizations in the United States and Canada*, has been published by Special Libraries Assn. of New York as a project of its insurance division.

Edited by Ruby Church Bretnier, librarian of New York Insurance Society, the 72-page directory lists the addresses, purposes, services and publications of 201 national organizations serving the fire, casualty and life insurance business arranged alphabetically with a cross index by type of business and type of service. Underwriting groups, rating and service bureaus are included as well as associations, where they operate on a national basis.

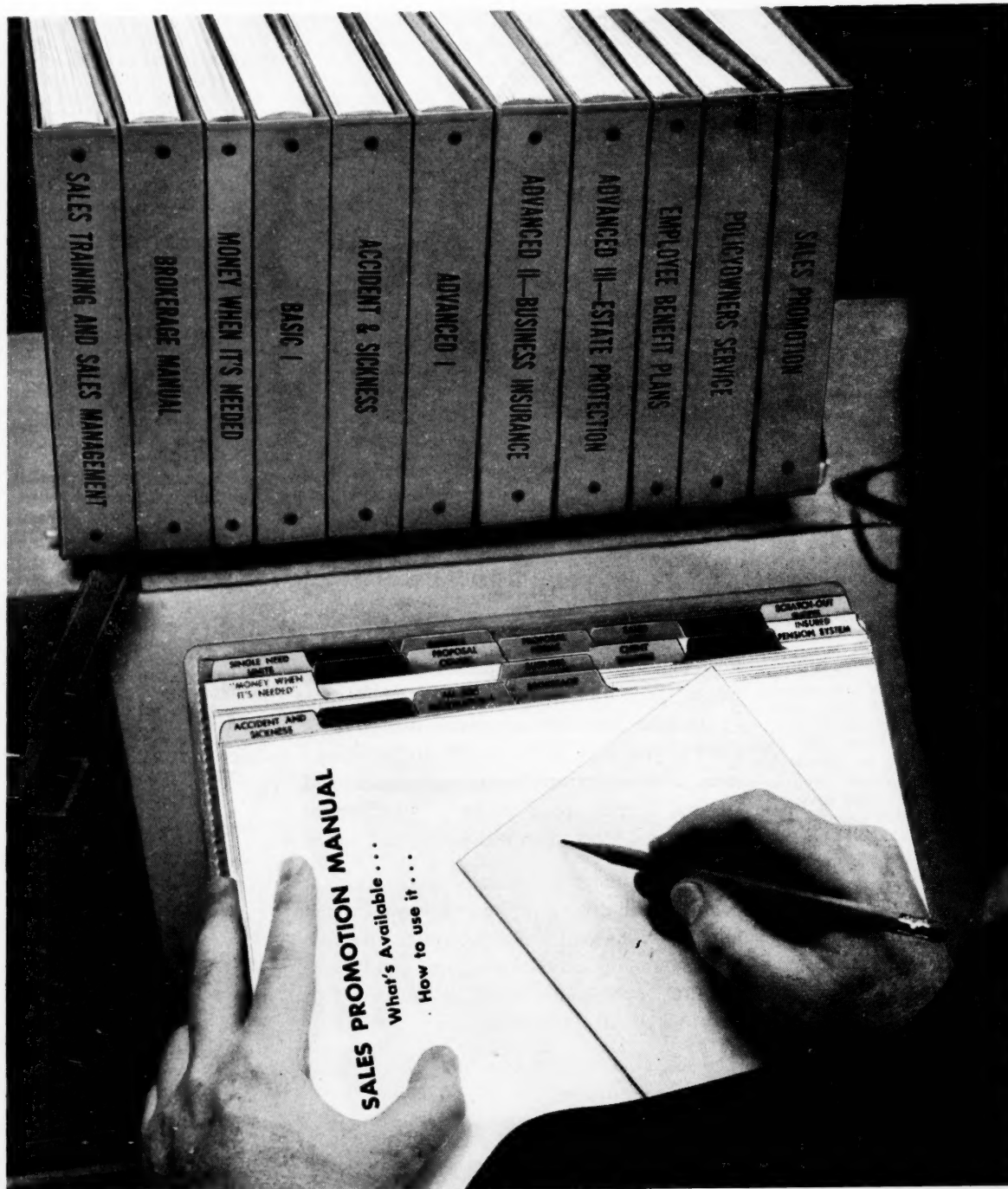
The directory may be purchased for \$3.50 a copy from the association, 31 East 10th street, New York 3, N. Y.

Pru To Build \$1 Million Public Garage For 500 Cars In Newark

Following a study of downtown Newark parking problems, Prudential has decided to build a 500-car public parking garage at the rear of its Washington street building on a site now used as an employee parking area for 84 cars.

Tentative plans call for a 6-story, red brick structure costing over \$1 million. Construction will start this summer and be completed in the fall of 1959.

Exterior walls will be open-type construction to permit constant circulation of fresh air. No mechanical ventilation will be necessary. The basement will be one and two stories deep and will contain maintenance shops and a new central heating plant for Prudential buildings.



EASIER TO BUY...EASIER TO SELL

This indexed, ready-reference manual of sales aids contains tools and techniques for everything from a policy presentation to an estate analysis.

Skillfully co-ordinated with a complete new training program, this material is at the finger-tips of every Berkshire career agent and first line broker.

BERKSHIRE
LIFE INSURANCE CO.
Life, Accident & Sickness, Pension Plans, Annuities

W. Rankin Furey, C.L.U., President
George D. Covell, C.L.U., Agency Vice President

PITTSFIELD, MASS. • A MUTUAL COMPANY • 1891

Conn. General Grades Premiums, Adds New Policies, Boosts Dividends, Revises Forms

Connecticut General has made major changes in its products involving a general rate reduction on life contracts, the introduction of new plans to protect family income and home ownership, and an increase in the dividend rate for participating contracts.

Announcement of the changes was made to managers of 68 field offices by a traveling team of home office officials in a series of regional meetings in Denver, Chicago, Philadelphia and Hartford.

Affecting both guaranteed cost and participating contracts, the new lower rates reflect improvements in mortality and other factors that go into making premium rates, according to President Frazar B. Wilde. A 3-step system calls for reduction in three basic policy groupings with the result that the cost per thousand decreases as the amount of insurance increases. This is possible, in part, because certain costs are the same whether a policy is issued for \$5,000 or \$25,000.

Step I includes all life contracts of less than \$10,000; step II all those for \$10,000 but less than \$25,000, and step III those with face amounts of \$25,000 or more.

Basic rates for policies in step I have been generally reduced. Further discounts of \$1.50 per thousand will be made in step II policies, while step III policies will have a discount of \$2 per thousand below the new manual rate.

The first table in next column illustrates the effect of the changes on the annual premium for an ordinary life contract issued to a man at age 45 on the guaranteed cost basis:

The second table illustrates the effect of the changes on the annual gross premium and average annual net payment for an ordinary life contract issued to a man at age 45 on the participating basis:

In addition to the general rate reduction by policy size, women will now be able to buy life insurance with the same rates and values as men three years younger. This differential in rates and values for women is in effect in all states where permitted.

The dividend scale for participating policies issued before this year has been increased by 13%.

Among the new plans which are being introduced are a 5-year renewable and convertible term policy and a term to age 65. The company has also added greater flexibility to its family income plans. It is now possible to include the amount of monthly income and to select any protection period between 10 and 30 years.

Equitable Of Iowa GAs Advisory Council Meets

General Agents advisory council of Equitable Life of Iowa met at the home office in Des Moines Jan. 13-15. The council discussed field and management problems and met with home office officials to make recommendations on 1958 operations. Equitable's general agents advisory council, now in its 19th year, is composed of seven general agents—four qualified for membership through having attained company honors and three appointed by the president.

Those serving during 1957-58 are H. S. Bell, Seattle; H. S. Brownlee, Pittsburgh; M. F. Buscher, Minneapolis; F. L. McCormick, Des Moines; J. E. Mattox, Oakland; E. V. Reed, Wichita; J. R. Townsend Jr., Indianapolis.

The mortgage protection policy is now offered on a level premium basis, payable for the duration of the mortgage term.

Consistent with the broad-scale

changes in premium rates, newly revised plans of protection and increase in dividend scale, Connecticut General has streamlined policy forms and introduced completely revised rate manuals. In addition, policy forms have been redesigned to permit mechanized processing, which could result directly in savings to the policyholder, Mr. Wilde said.

FACE AMOUNT	Annual Gross Premium Per Thousand		Average Annual Net Payment Per Thousand 10 years		Average Annual Net Payment Per Thousand 20 years	
	New	Old	New*	Old†	New*	Old†
Step I (Manual rate) under \$10,000	35.88	38.81	30.05	30.96	28.77	29.33
Step II \$10,000 but less than \$25,000	34.38	38.81	28.55	30.96	27.27	29.33
Step III \$25,000 and over	33.88	38.81	28.05	30.96	26.77	29.33
* Based on the 1958 dividend scale						
† Based on the 1957 dividend scale						

New York Life '57 Sales Rise 29% To Peak \$3.2 Billion

New York Life's 1957 life sales climbed to a record \$3.2 billion, up \$700 million.

Ordinary life sales amounted to a peak \$2,512,567,000, up \$471,182,000. Average size individual policy was over \$8,100, another new record.

Group life volume amounted to a record \$733,800,000, up \$275.6 million.

Life insurance in force rose to \$19.1 billion on 4.5 million policyholders.

Yearly premiums from group and individual A&S rose to \$50,586,000, up \$9,856,000.

Fort Wayne Managers Assn. Elects

Joseph B. Clevenger, Guarantee Mutual Life, has been elected president of Fort Wayne Life Managers Assn. Other officers are Robert H. Knipper, Monumental Life, vice-president; Charles H. Dickerson, secretary; and Eugene E. Biller, National L. & A., treasurer.

COMMONWEALTH LIFE

INSURANCE COMPANY

One of the Nation's billion-dollar companies with more than 1000 successful fieldmen . . . in seven States . . . from the Great Lakes to the Gulf Coast.



HOME OFFICE:
Commonwealth Building
Louisville
The Tallest, Finest Office Building in Kentucky

ALC-LIAA Name 39 Standing, Joint Committees For 1958

American Life Convention and Life Insurance Association of America have named standing committees for their respective organizations, as well as for joint committees of the two groups for 1958.

ALC President Harry J. Stewart, president of West Coast Life, also named the 12-man board of regents of ALC's life officers investment seminar, which is responsible for an annual two-week intensive investment course given in June at Beloit College, Beloit, Wis.

Committee chairmen follow:

ALC-LIAA JOINT COMMITTEES

Blanks: R. M. Sellers, executive vice-president and actuary, Commonwealth Life; **Economic Policy:** Devereux C. Josephs, chairman New York Life; **Federal Income Taxation of Life Insurance Companies:** Deane C. Davis, president National Life of Vermont; **Group:** J. C. Archibald, vice-president Bankers Life of Iowa; **Individual A&S:** Henry H. Childress, general counsel Pacific Mutual Life. Also, **Legislative:** Charles G. Dougherty, vice-president Metropolitan; **Practice of Law:** H. S. Redeker, general counsel Fidelity Mutual Life; **Premium Taxation:** W. L. Wilkinson, assistant vice-president General; **Re-Examination of Group Policy:** Henry S. Beers, president Aetna Life; **Social Security:** John H. Miller, vice-president and senior actuary Monarch Life; **Valuation of Assets:** Frank J. Travers, vice-president securities American United Life.

ALC STANDING COMMITTEES

A&S: Travis T. Wallace, president Great American Reserve; **Actuarial:** Norman M. Hughes, vice-president and chief actuary National Life & Accident; **Agents & Agencies:** Robert E. Murphy, president California-Western States Life; **Company Relations:** William J. Rushton, president Protective Life; **Convention Meetings:** R. Howard Dobbs Jr., president Life of Georgia; **Coordination of Activities:** Joseph M. Bryan, senior vice-president and general counsel Guardian Life; **International Labor Organization Activities:** R. B. Richardson, president and chairman Western Life of Montana; **Investment Problems:** Richard D. Nelson, executive vice-president and treasurer Colonial Life; **Medical Examinations:** Dr. Frank A. Warner, vice-president and medical director John Hancock.

Membership: Cecil Woods, president Volunteer State Life; **Program:** Harry J. Stewart, president West Coast Life; **Representation on Health Insurance Council:** Dr. J. Grant Irving, medical director Aetna Life; **Resolutions:** Virgil H. Smith, vice-president and actuary Beneficial Life; **Uniform Laws:** Orville F. Gramme, vice-president and general counsel Paul Revere Life; **Board of Regents:** Claris Adams, executive vice-president and general counsel ALC.

LIAA STANDING COMMITTEES

Auditing: William P. Worthington, president Home Life of New York; **Budget:** Burgh S. Johnson, administrative vice-president Guardian Life; **Contribution Formula:** H. Ladd Plumley, president State Mutual Life; **Coordination of Activities:** Deane C. Davis, president National Life of Vermont; **Health Insurance Council:** C. Manton Eddy, vice-president and secretary, Connecticut General; **Investment Research:** George T. Conklin Jr., vice-president finance Guardian Life; **Membership:** Ralph R. Lounsbury, president Bankers National Life; **Nominations:** Edmund Fitzgerald, president Northwestern Mutual; **Program:** H. Bruce Palmer, president Mutual Benefit Life.

Institute Issues Reports On Life Insurance In Arkansas, Ohio

Reports on the growth of life insurance in Arkansas and Ohio from 1940 to 1956 have been issued by Institute of Life Insurance to provide additional localized news material for editors and others. In the last 2½ years, 11 such reports in a state-by-state series have been released to newspapers and other publications in the various states.

The pamphlets contain facts on each area's volume of life insurance in force in various categories for the years covered, sales of ordinary life, death claims and living benefits, A&S benefit payments and life insurance premiums paid, with a comparison of these to personal income in that particular state. In addition, the companies' holdings of mortgages are set forth to indicate the investment side of the story.

Conn. Mutual Sales Of \$460,467,823 In 1957 Set New Mark

Connecticut Mutual's 1957 life sales climbed to a peak \$460,467,823, up \$30,357,301.

Seven of the top 10 sales months on record were registered during the year. Total insurance in force rose by a record \$283 million to a new all-

time high of \$3,680,000,000 at year's end.

The 1957 new business figures do not include \$16 million in new decreasing term insurance and \$17.8 million in annuities sold during the year.

Fifty-two of the 81 general agencies scored gains for the year, 25 posting 10 or more plus months.

For the ninth straight year the top agency was the Josephson agency at New York, with a volume of \$20,162,825.

Other agencies in the top 10 were Hunken at Chicago, Love at Hartford, Bates at Los Angeles, Fraser at New York, Jones at Los Angeles, Williamson at Chicago, Fluegelman at New York, Kail at Cleveland and Rosenfelt at Toledo.

The Feustel-Berglas agency of Los Angeles has won the Lincoln National Life president's trophy for leading the company in paid-for production from new agents. Leading agent was Frank M. Iwasaki and Mitchell L. Brenner won the man-of-the-year award.

Continental Casualty Adds Free Dental Rider To A&H Plans

Continental Casualty has liberalized its A&H policies by attaching a rider to all hospital and surgical type plans to provide, without additional cost to the policyholder, coverage for certain dental surgery for patients confined in a hospital. The same rider also extends coverage for the administration of anesthetics by both hospital employees and specialists in the field, according to Dr. Clem Martin, medical director.

The new extension of benefits became effective Jan. 1, 1958 for all present Continental policyholders and is included in every new hospital type policy sold by the company after that date. There is no extra premium for this extended coverage.

"The extension of dental and anesthetic benefits is the result of Continental's continuing interest in medical advances," said Dr. Martin. "A dentist rather than a physician usually performs the kind of operation known as oral surgery. We see no reason for considering such operations different from an appendectomy or tonsillectomy when providing accident and health protection."

The new rider eliminates any distinction between oral surgery and other types of surgery. Treatment of a fractured jaw by a dentist provides the same basis for a claim as does treatment of a fractured leg by a surgeon, Dr. Martin pointed out.

Hospital room and board and miscellaneous expenses are now payable when a policyholder is hospitalized for any dental surgery, including extractions.

Surgical benefits are now made payable for oral surgery when it is necessary because of an injury, whether the operation is performed in the dentist's office or in a hospital. If the dental surgery is made necessary because of sickness or disease or if a dental extraction is done, the patient must be confined to a hospital in order to receive payment.

This does not mean that prosthetic or reparative dentistry will be covered but it does mean that all other oral surgery will be cared for under ordinary hospital and surgical type policies.

Dr. Jay H. Eshleman, chairman of American Dental Assn.'s council on dental health, described Continental's action as a "forward step" in helping meet the public's health needs.

"This new rider is welcomed by American Dental Assn. as indicative of a new trend to develop realistic programs for meeting the costs of dental care which in past years has been largely ignored in health insurance programs," he declared.

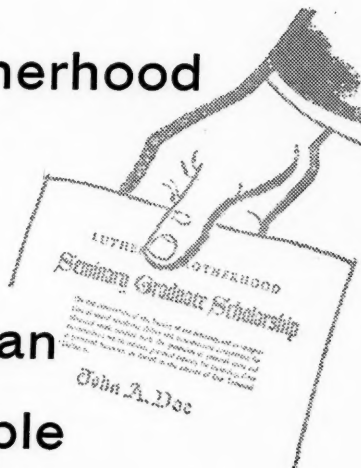
"The dental profession has repeatedly emphasized the fact that dental health is an integral part of total health. The extension of insurance coverage to dental surgery performed in hospitals is a logical step in the direction of improving the total health of the public."

Sales Talk At Milwaukee

James Dornoff, vice-president for sales of Pate Oil Co. spoke on the magic of enthusiasm in salesmanship at the January luncheon meeting of A&H Underwriters of Milwaukee.

an investment in youth

This year Lutheran Brotherhood
has a hand in providing
greater educational
opportunities to more than
150 Lutheran young people



• Each year the SOCIETY invests in outstanding Lutheran students through its Educational Scholarship program... thus making possible advanced training for potential leaders of tomorrow. LUTHERAN BROTHERHOOD's "class" of scholarship winners - now reaching 600 - are assuming roles of active service and leadership, for which the SOCIETY and Lutherans everywhere are grateful.



Among the Lutheran Brotherhood scholarships provided this year are—

9 SEMINARY GRADUATE
scholarships of \$1000 each to seminary graduates to assist in post-graduate study.

45 SENIOR COLLEGE
scholarships of \$300 each to college juniors to encourage continuation of their academic studies.

12 JUNIOR COLLEGE
scholarships of \$150 each to students who have completed their first year's studies.

83 YOUTH LEADERSHIP
scholarships of \$150 each to outstanding high school graduates to encourage enrollment in Lutheran colleges.

2 NATIONAL LUTHERAN NURSES GUILD
scholarships of \$500 each to nurses to assist in advanced training.

another **Living Benefit** provided by

*Our 40th year of conscientious
service to Lutherans and
to the Lutheran church*

**Lutheran
Brotherhood**

LIVING BENEFITS FOR LUTHERANS THROUGH LIFE INSURANCE

New Mutual Agents Find Many Uses For Flexible 'Planned Incomes' Service

"Planned Incomes," Northwestern Mutual's simple programing system, can be put to effective use in many ways to fit the operations of the individual agent.

The was brought out by four producers who told "How Planned Incomes Works for Me" at Northwestern's annual eastern regional meeting at New York. The four different slants on the use of this time-tested approach were presented by Allison T. Lines, Syracuse; Warren G. Kreter, New York City; Herbert Watson, Philadelphia, and Herman E. Chermak, Levittown, Pa.

Mr. Lines said "Planned Incomes" provides him with a more professional approach because he can offer a confidential survey of his prospect's life insurance. This is more than package selling.

The surveys eliminate competition and help prospects see what needs must be met first. Matters concerning wills and general estate problems are brought out.

The use of "Planned Incomes" helps Mr. Lines know where he is going and at what pace he can travel. The method helps him plan his time and activities better. It also gives him peace of mind by causing him to have enough life insurance to take care of his own wife and five children. Acutely aware of the need for family security, he talks with conviction about its importance to his prospects.

Although planned hard work may well be the common denominator of success, a lot of enthusiasm is necessary, too, Mr. Kreter stated. The "Planned Incomes" service attracted him to Northwestern because he is not the type of person who bubbles over with enthusiasm.

Mr. Kreter never has used cold canvass. He relies on referred leads, a limited amount of direct mail, friends, relatives and the like. He prefers personal visits to telephone calls. He finds that lunching with clients and prospects is more successful in suburban areas than in bustling city restaurants where "eat and get out" is the order of the day. And he usually splits the check to avoid any feeling of obligation on the part of the prospect.

He obtains a good flow of prospects by taking a sincere interest in clients who give him many referred leads in gratitude for his efforts.

Mr. Kreter likes "Planned Incomes" because it coordinates life insurance, social security and other incomes into a monthly income program for the client.

He has found that the method makes him the client's agent for life; turns up other uses for life insurance; creates automatic repeat sales, and simplifies prospecting.

Mr. Watson, who uses "Planned Incomes" only to a limited extent, rarely prepares a PI folder until the prospect becomes a client. He has found, however, that the approach has helped him upgrade his clientele.

Describing his methods of keeping records, he noted that he has kept his operating costs down by running an uncomplicated system. He maintains simple alphabetical files and adds more information when a case develops. He makes three direct mailings a year. College alumni activities have provided a good source of leads.

Mr. Watson recalled that he gave a

lot of study to the business before entering it. He was used to hard work and was willing to live on a modest budget while building his production. These helped him through the rough early period.

Mr. Watson spoke in place of Richard E. Fuhrer, Pittsburgh, who was unable to appear because of illness.

Mr. Chermak explained his use of "Planned Incomes" by telling about a typical case. He offers the confidential survey of the prospect's life insurance at the initial interview. He asks questions which have been arranged by the home office in such natural order that the prospect feels almost compelled to answer. He determines the minimum needs and then calculates how much in the way of policy proceeds will be required to meet the needs. Then he suggests an amount the prospect can afford in premiums.

Mr. Chermak uses package selling with "Planned Incomes." The "Planned Incomes" approach usually results in a larger sale than a package and does not scare away the prospect. He does not have to try for a maximum sale because he can return periodically to clients to review their needs under the "Planned Incomes" service.

He finds the method gives him a professional approach, keeps out competitors and provides enough flexibility to make sales in a variety of cases.

Moderator of the panel was Noel W. Salomon, Hampton, N. H.

Equitable Society Opens Big 18-Month Centennial Drive

Equitable Society has launched an 18-month sales campaign to be climaxed by celebration of the company's 100th anniversary. During the drive, longest in Equitable history, several thousand agents are expected to qualify for attendance at a 4-day centennial meeting, July 26-29, 1959, at New York.

The anniversary celebration is expected to draw a record 5,000 agents, managers and their wives or husbands, in addition to administrative employees from the home office and regional offices.

A highlight will be cornerstone-laying ceremonies for Equitable's new home office building on the Avenue of the Americas between 51st and 52nd streets. The New York Coliseum will provide headquarters for the celebration, which is to be one of the largest business meetings ever held there and one of the largest insurance gatherings ever to take place in New York.

Pacific Mutual Council Meets

The agency advisory council of Pacific Mutual Life met in Los Angeles Jan. 14-15. The group was appointed last year to be a sounding board for ideas on agency procedures, products, sales aids and other items affecting general agents, managers and field underwriters. Attending the Los Angeles meeting were General Agents P. P. Burnette, Norfolk, Va.; James W. Butler, Dayton; Harry Gantz, Cincinnati; Charlton G. Standeford, Fresno; W. W. Stewart, Los Angeles; M.E. Thompson, Los Angeles; and Agency Manager Raymond E. Walden, New-ark.



Brokers look to
GUARDIAN
for Leadership in
Non-Can Income
Protection

Now available in most states...

Three New Participating Policies—

Guaranteed Renewable to Age 65

The Reliance—streamlined disability income protection for one, two or five years at an unusually low premium.

The Income Guardian—choice of one, two or five year benefit for sickness, plus lifetime accident benefit.

The Income Defender—income all the way to age 65 for sickness, plus lifetime accident benefit.

Optional Benefits—Accidental Death, Additional Income when Hospitalized, Excess Accident Medical Expense—available on all three by rider.

Call your GUARDIAN Manager today for full information, or write

The GUARDIAN Life Insurance Company
OF AMERICA

A Mutual Company—Established 1860

50 Union Square—New York 3, N. Y.

PAUL TEMPLE
AND ASSOCIATES

INSURANCE
ANALYSTS

pt

1927-1958

6355 NORTH CLARK STREET
CHICAGO 26, ILL.
PHONE. AMBassador 2-4208

Purchase, Re-Insurance
and/or Merger of Life, Fire and
Casualty Insurance Company's
negotiated in confidence through
the facilities of this 31 year
old organization.

Natl. Life Of Vt. 1957 Sales Rose To Peak \$282 Million

National Life of Vermont sales in 1957 rose to \$282 million, up 19%, setting a new record for the sixth consecutive year.

Premiums on an annual basis totaled \$9 million, up 6%.

The field force sold \$28 million of life insurance in December to set a

new record for one month's sales.

Of the 60 general agencies, the top 10 in order of sales volume for 1957 were Atlanta, Chicago, Hodes at New York, Los Angeles, Manchester, N. H., New Canaan, Conn., Hartford, Roanoke, Bender at New York and Detroit.

Insurance Field has named John W. Kosbin eastern manager with headquarters at 116 John street, New York. He has had wide experience as an industrial and safety engineer, in systems and procedures.

Hancock Introduces Broad 3-Year Field Training Program

John Hancock's general agency department this month is introducing to its field forces a new 3-year field training program which is one of the most comprehensive training courses available in the industry.

The program, in preparation for more than a year, will be introduced

to John Hancock general agents and supervisors at a series of 2-day conferences at Boston, Washington, Cincinnati, Buffalo, Atlanta, Kansas City, Chicago, Fort Worth and New York during the month. They, in turn, will introduce the course in their agencies. The program will be made available to all new agents.

The course is designed to cover all phases of selling from basic fundamentals to advanced underwriting, including programming, business insurance and estate analysis.

It begins with the knowledge and skills which the new agent must have in order to commence activity in the business. The first section treats prospecting, direct mail, basic package selling, use of the telephone, closing, securing cash with the application, work organization, record keeping and a thorough knowledge of life insurance fundamentals.

The second phase deals with a more advanced knowledge of needs for life insurance, specialized prospecting, study of social security, veterans benefits, settlement options and the transition from package sales into simple programming.

The third phase deals with a detailed analysis of life insurance as estate property, advanced programming and an introduction of business life insurance and estate planning.

The fourth and final phase deals with the most technical phases of business insurance, including deferred compensation, pension trusts, profit sharing and a study of the relationship of state and federal taxes to life insurance investment. It also covers advanced estate planning, including the integration of life insurance with all other forms of estate property.

Hancock officials who will take part in the introductory sessions include R. Radcliffe Massey, vice-president; George Vinsonhaler, 2nd vice-president; and Harold W. Chader, E. Wayne Wood, Charles W. Hoover, William D. Bacon and Robert E. Dye, superintendents of agencies. In addition, staff teams will include William Kiel, assistant manager of field training, and Charles Baldwin, Richard Secrist, Jack Danner, Sherman Shaw, Key Powell, Gerald Firestone and Charles Middendorf, field assistants.

The new program titled "John Hancock Agent's Program for Progress," was developed by the general agency staff in conjunction with a special training committee of general agents from all parts of the country. Assistance and advice also was provided by LIAMA.

Old Republic To Increase Capital, Issue Dividend

Shareholders of Old Republic Life have approved a 5% increase in capital. Additional shares will be distributed as a 5% stock dividend to shareholders of record on Jan. 17. The regular quarterly cash dividend of 20 cents per share will be paid Feb. 1 and will apply to both old and new shares.

Absolute Security Of Mobile Sells Ordinary Business To Natl. Union

National Union Life of Montgomery has purchased the ordinary business of Absolute Security Life of Mobile. Superintendent Horn of Alabama has approved the transaction.

William L. McKnight, chairman of Minnesota Mining & Manufacturing Co., purchased control of National Union early last year. It has been licensed in Minnesota and Louisiana since then.

YCSSIYO!

No It Isn't Russian . . . nor Yugoslav . . . nor Czech. It stands for Minnesota Mutual's concept of how to succeed in the life insurance business . . . "You Can't Sell Sitting In Your Office!"

Here At Minnesota Mutual we haven't been sitting in our office! Minnesota Mutual agency people spend most of their time on the street, with the Field, demonstrating before prospects that Minnesota Mutual tools *really work!* Getting out ourselves and proving it is the final . . . and vital . . . step in our concept of successful life insurance selling.

We Believe . . . first . . . in thoroughly organized sales methods. **Second . . .** tested and proven presentations aimed at selling life insurance to fit specific needs. **Third . . .** dramatic, convincing visual aids that trigger every presentation. Our Success Bond Story, Mortgage Cancellation Plan and unique Business Insurance Proposal are typical examples. Originated by Minnesota Mutual and improved constantly over the years, they have no peers in the industry.

Career underwriters who sell for Minnesota Mutual Life haven't been sitting in their offices either! They've used these tools to give us 1½ billions of insurance in force. They're the men whose guiding light is the "Star of the North." They're the men who are building a successful career with . . .



The Agent-Minded

**MINNESOTA
MUTUAL
LIFE**

Insurance Company

VICTORY SQUARE—ST. PAUL, MINNESOTA

gents and
-day con-
-ton, Cin-
-sas City,
New York
turn, will
agencies.
available

cover all
c funda-
-ting, in-
-ss insur-

edge and
must have
y in the
ats pros-
package
closing,
plication,
ping and
e insur-

n a more
for life
pecting,
ans ben-
the tran-
o simple

n a de-
e as es-
ramming
ess life

he deals
ases of
deferred
profit
relationship
life in-
-ers ad-
-ing the
with all

ke part
include
resident;
e-presi-
Wayne
iam D.
intend-
staff
el, as-
g, and
Secretist,
Key
Charles

a Han-
-gress,"
agency
special
agents
Assist-
-led by

Life
cap-
distri-
share-
reg-
of 20
eb. 1
new

ells
nion

mary
iness
obile.
has

n of
ring
Un-
li-
iana

Nw National Gives Resume Of Dealings With Nationwide

The 73rd annual report of Northwestern National Life, the financial highlights of which were reported last week, contains a resume of the developments between that company and Nationwide Corp. of Columbus, the holding company owned by Nationwide Mutual.

Northwestern National management reports that at the time of the annual meeting on Jan. 28, 1957, Nationwide Corp. held approximately 51% of the 220,000 shares of Northwestern National. Nationwide's attorneys appeared at that meeting and objected to its being held on the ground that the majority of stock was not present in that Nationwide was not represented by designated proxies. The meeting was held nevertheless after counsel for Northwestern National expressed the opinion that it was legally constituted. Nationwide brought suit in U.S. district court, challenging the legality of the 1957 meeting. That suit has yet to come to trial.

In April, 1957, Nationwide Corp. brought suit in Minnesota district court at St. Paul, seeking lists of shareholders and participating policyholders for the purpose of soliciting proxies from them, and in August an order was issued directing Northwestern National to make available to Nationwide lists showing the names and addresses of shareholders and participating policyholders, the number of shares owned by each shareholder and the amount of participating insurance held by each participating policyholder. This court also issued a temporary injunction restraining Northwestern National from further solicitation of proxies from participating policyholders until Nationwide had the lists. This was appealed to the supreme court of Minnesota on the ground that, among other things, the relationship of the life company with its policyholders is a fiduciary one and the release of such information would constitute a breach of confidence. However, the report says, on Jan. 10, 1958, Minnesota supreme court affirmed the lower court, and Northwestern National will comply with the order.

On Jan. 8, 1958, Nationwide commenced another action in district court to enjoin the voting of participating policyholder proxies held by members of Northwestern National's executive committee, and at a hearing Jan. 13 the court stipulated that the annual meeting would be postponed until Oct. 27, 1958. Northwestern National's report noted that before then it may be expected Nationwide will solicit proxies for votes of participating policyholders, "and if it does, management will do the same."

It is pointed out that Northwestern National is unique in that it is a combined stock and mutual company with both stockholders and participating policyholders having votes.

Participating policyholders have one vote each plus one additional vote for each \$1,000 of participating insurance in force in excess of \$1,000 to a limit of 100 votes. There are more than 500,000 policyholder votes, more than twice the number of votes held by stockholders.

Phoenix Mutual's New York City brokerage agency managed by William F. Kelly produced \$18,260,000 in paid for volume in 1957, an amount four times larger than in 1956.

Continental American Fetes Sales Leaders At Anniversary Banquet

Continental American Life climaxed its 50th anniversary year observance at Wilmington, Del., with a banquet at Hotel Du Pont at which 66 field representatives from the company's 12-state territory received awards for outstanding sales records.

Special award presentations were made by Max S. Bell, vice-president, and included certificates to: Rosen-Vogel agency of New York for the greatest number of club credits among all company agencies during the anniversary year; Clyde H. Smoll, Norristown, Pa., for the greatest number of club credits among all company field representatives; Clark W. Dill, Wilmington, Del., for the greatest number of lives insured, and Sam B. Sapirstein, New York, for the greatest number of club credits among all company general agents and managers.

The agents and managers and their wives were feted at a president's reception prior to the dinner. Claude L. Benner, Continental American's president, presided at the dinner, and the principal speaker was Commissioner Smith of Delaware. The special guest list included Gov. Boggs; U. S. Sens. Williams and Frear; Congressman Haskell, and Wilmington Mayor Lamont.

The following morning the visiting field representatives inspected Continental American's home office building. The open house was followed by a fellowship luncheon at Hotel DuPont, which concluded the anniversary celebration.

Hints Higher Blue Cross Rates Than Estimated

A hint that Indiana Blue Cross rate hikes, if approved, will exceed the 15% increase that was first estimated, was given in a statement to the press by the executive director of Mutual Hospital Insurance Inc., Blue Cross insurer in the state. He implied that Commissioner Palmer's first estimate of 12 to 15% was too low.

The Indianapolis Times reported that increases on group policies for married persons would be in the neighborhood of 21% and on single persons, about 30%. The paper further stated that "one small group of policyholders would have a 40% increase."

The Times also reproduced a Blue Cross form letter to policyholders, dated Nov. 18, 1957, saying that if rates were increased, it would notify policyholders direct, several months in advance. "Five weeks later," the Times pointed out, "the request for higher rates was secretly filed with the state."

Meanwhile, State Sen. Townsend, who heads the legislative committee investigating hospitalization insurance, promised a probe of the rate-hike increase. He pointed out that Blue Cross rates are geared to hospital costs and questioned why hospitals always increase their rates at the same time Blue Cross and Blue Shield do. He also questioned how hospital rates can be the same all over Indianapolis when costs vary for each operation.

The Swanson agency at Chicago of New England Life produced a record \$6,500,259 written business credits in a 2-month company-wide contest just completed, the highest total registered by an agency in the middle west and one of the top records nationwide. The agency's 1957 paid business showed a 24% gain over 1956.

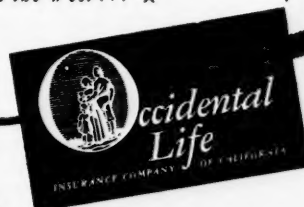
Four-way Protection

Occidental now offers four-way protection to groups of 10 to 50 employees — protection against loss of income due to death or disability and protection against first-dollar hospital and surgical costs as well as the larger budget-wrecking medical bills. It's all here in these four plans:

1. Life At Ten with a \$20,000 maximum and an optional installment disability benefit.
2. 3-D featuring an executive plan paying executives a \$100 weekly time-loss benefit.
3. 10-Plus Medical Expense Plan with its high maximums to \$18 per day for hospital room and board, \$500 for other hospital services and \$350 for surgery.
4. Major Medical that has an 80-20 co-insurance factor and a \$10,000 maximum.

Four ways for small-group employers to protect their employees and four ways for Occidental representatives to earn commissions.

"A Star in the West..." ☆



HOME OFFICE: Los Angeles
W. B. STANNARD, Vice President

"WE PAY LIFETIME RENEWALS . . . THEY LAST AS LONG AS YOU DO!"



Loans are available for you on your renewal commissions—for additional working capital, for business expansion, for personal use. Prompt, efficient, confidential service, from the outstanding organization specializing in direct loans to life insurance underwriters.

Life Underwriters Service Corporation

Life Underwriters Service Corp.
Security Bldg., Denver 2, Colo.

I am interested in your service. Please send further information, at no obligation to me.

☐ Agent
☐ Gen. Agt.

Name _____

Address _____

City _____

State _____

Mail this
Coupon
today

THE NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Life Insurance

EDITORIAL OFFICE

17 John St., New York 38, N. Y.
Tel. BEekman 3-3958 TWX NY 1-3080

Executive Editor: Robert B. Mitchell
Assistant Editors: John B. Lawrence Jr.
and Robert Young Jr.

CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WABash 2-2704 TWX CG 694

Associate Editor: John C. Burrige.
Assistant Editors: Richard G. Ebel,
William H. Paltyssek and William H. Farley.
Production Editor: George H. Downs.

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WABash 2-2704 TWX CG 694
Advertising Manager: Raymond J. O'Brien

SUBSCRIPTION OFFICE

420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

OFFICERS

Howard J. Burrige, President.
Louis H. Martin, Vice-President.
John Z. Herschede, Secretary-Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

SALES OFFICES

ATLANTA 3, GA.—432 Hurt Bldg., Tel.
Murray 8-1634. Fred Baker, Southeastern
Manager.

BOSTON 10, MASS.—80 Federal St., Rm.
342, Tel. Liberty 2-9229. Roy H. Lang, New
England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd.,
Tel. Wabash 2-2704. A. J. Wheeler, Chicago
Manager. R. J. Wiegand and William D.
O'Connell, Resident Managers.

CINCINNATI 2, OHIO—420 E. Fourth
St., Tel. Parkway 1-2140. Chas. P. Woods,
Sales Director; George C. Roeding, Associ-
ate Manager; Roy Rosenquist, Statistician.

CLEVELAND 14, OHIO—1367 E. 6th St.,
Lincoln Bldg., Rm. 208, CH 1-3396. Paul
Blesi, Resident Manager.

DALLAS 1, TEXAS—708 Employers Insur-
ance Bldg., Tel. Riverside 7-1127. Alfred E.
Cadis, Southwestern Manager.

DENVER 2, COLO.—234 Commonwealth
Bldg., Tel. Amherst 6-2725. Fred L. White,
Rocky Mountain Manager.

DES MOINES 9, IOWA—327 Insurance Ex-
change Bldg., Tel. Atlantic 2-5966. D. J.
Stevenson, Resident Manager.

DETROIT 26, MICH.—613 Lafayette Bldg.,
Tel. Woodward 5-2305. William J. Gessing,
Manager for Indiana and Michigan.

INDIANAPOLIS 20, IND.—5634 N. Rural
St., Tel. Clifford 3-2276. William J. Gessing,
Manager for Indiana and Michigan.

LOS ANGELES 66, CAL.—11326 Kingsland
St., Tel. Texas 0-8159. E. C. Paris, Associate
Pacific Coast Manager.

MINNEAPOLIS 2, MINN.—1038 Northwest-
ern Bank Bldg., Tel. Federal 2-5417.
Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—17 John St.,
Room 1401, Tel. Beekman 3-3958. J. T.
Curtin and Clarence W. Hammel, New York
Managers.

NEWARK 2, N. Y.—10 Commerce Ct., Tel.
Market 3-7019. John F. McCormick, Resi-
dent Manager.

PHILADELPHIA 9, PA.—123 S. Broad St.,
Room 1027, Tel. Pennypacker 5-3706. Robert
I. Zoll, Middle Atlantic Manager.

ST. LOUIS 2, MO.—221 Pierce Bldg., Tel.
Chestnut 1-1634. Geo. E. Wohlgemuth, Resi-
dent Manager.

SAN FRANCISCO 4, CAL.—582 Market St.,
Tel. Exbrook 2-3054. Richard G. Hamilton,
Pacific Coast Manager.

CHANGE OF ADDRESS

Be certain to enclose mailing label with
new address. Allow four weeks for comple-
tion of the change. Send to subscription of-
fice, 420 E. Fourth St., Cincinnati 2, Ohio.

EDITORIAL COMMENT

A Commendable Piece Of Inaction

The recent non-awarding of the American Assn. of University Teachers of Insurance annual Elizur Wright award for "outstanding original contribution to the literature of insurance" was refreshing and thought provoking.

Too often award judges and their advisers, not just in insurance but in many other fields, feel themselves to be under a categorical imperative to pick a winner, regardless of the quality of the field. In picking award winners there should be not only freedom of choice but freedom to refuse to choose. In behalf of this freedom, the AAUTI and its advisory committee on the Wright award have just struck a blow that should encourage all judges and advisers who on occasion might like to be candid and say, "Frankly, we don't think anybody qualified for this award this year."

If this freedom not to choose were an accepted thing, there would be more respect for an award. As it is, there is sometimes the feeling that the winner didn't deserve it but everybody else in the running deserved it even less.

This suggests that there should be certain standards to be met in winning an award. The AAUTI advisory committee on the Wright awards, headed by Prof. R. I. Mehr of University of Illinois, sensed this need and developed a set of standards for selection of works placed in competition for the Wright award. There have been no such standards in the past.

First, there is a definition of "literature" for purposes of the award. The publication would have to be in permanent, bound form and available to the public. It would have to be a "book" in the library-accepted definition; proceedings of a professional society or trade organization available to the public, or a learned journal, although not necessarily restricted to such publications. It would have to be published originally in the United States or Canada, written in English worthy of scholastic approval, and "of sufficient impact on the insurance business to have some effect of an economic or social nature."

"Insurance" is defined as private insurance in all its lines and social insurance to the extent that it affects private insurance operations.

"Original" for purposes of the award does not include a compilation of existing material, exposition of a common practice, literature not involving research or study, or a report on research not developing or supporting a conclusion.

The word "outstanding," for purposes of the award, would be defined as "a writing that is outstanding in the literature of insurance in comparison with those over an extended period of years and not outstanding merely in comparison with publications under consideration for the current award."

The advisory committee's proposal

also would provide that the date of publication would be determined by the date of first copyright; that it must have been published in the calendar year immediately preceding the year for which it is being judged for the award, but that in any year in which no award would otherwise be made to a work published in the preceding year, consideration may be given to a work published in a prior period, the significance of which has become apparent only in very recent years.

Prof. Dan McGill of the Wharton School of University of Pennsylvania would like to include both private and social insurance, provided the publication on social insurance dealt with the mechanism of insurance as opposed to the social issues involved. He also feels that the list of eligible publications should be restricted to those copyrighted in the calendar year preceding the calendar year in which the award is to be made. He contends that the committee's recommendation on this point would mean that "the entire universe of insurance publications would have to be reviewed every year."

Those recommended standards, either with or without Prof. McGill's amendments, appear to be tough enough to keep the award deserving of the highest respect. They suggest the wisdom of developing some of sort of standards for other awards where it is important not only to reward the top qualifier but to make sure the award goes to no top qualifier who hasn't also met the stated requirements. Certainly the judges of such awards would be more than grateful for these guideposts.—R.B.M.

PERSONALS

President Walter O. Menge of Lincoln National has been elected a member of the National Committee for Education in Family Finance. Harold C. Hunt, who left the chairmanship of the committee in 1955 when he became under secretary of the Department of Health, Education and Welfare, has resumed the chairmanship. Mr. Hunt left government service last year to return to the Harvard graduate school of education where he is Eliot professor of education.

Hear Traffic Safety Talk

Members of Illinois A&S Underwriters Forum discussed traffic safety at the January meeting. Phil Brown, field supervisor, Illinois division of traffic safety, briefly described the operations of his department and answered questions from members on traffic safety and accident prevention.

Next meeting will be Feb. 19 at the Prudential building, Chicago, and will include a tour of Prudential facilities in the building.

Otto Schwartz, 44 Years With National Underwriter Co., Dies

Otto E. Schwartz, 62, Chicago manager of the National Underwriter Co., died of a heart attack at his home in Arlington Heights, Ill. He would have observed his 44th anniversary with the company Feb. 2.

Known within the company as the "Peerless Leader," Mr. Schwartz was either first or second in business production for the National Underwriter Co. from 1920 on. He started in business with Kellogg Switchboard & Supply Co. of Chicago, and in 1914 joined the National Underwriter Co. as a clerk. His energies and interests, however, led to a try-out at selling, and he had such success on a trip in behalf of one of the handbooks that he was put in the field permanently. Within six years he was first in the company.



Otto E. Schwartz

Despite the immense volume of business he did, much of it from small individual sales, there was no item of detail that Otto Schwartz would overlook. One of his most successful responsibilities was the Chicago Insurance Telephone Directory, which he handled personally from start to finish. For those listings in the Insurance Exchange building, he made a personal call on every office, starting at the top floor and working his way down all 21 floors of the block-square building. He kept his own card file, laid out the advertising in the book personally, did all of the proofreading himself, and when the book was prepared, loaded the copies on a baggage truck and delivered them to the offices in the building.

The attention he gave to the telephone book, he gave also to every account he handled.

About three years ago, Mr. Schwartz suffered a mild heart attack and was advised to restrict his business activities. It was not in his temperament to do so, however, and after a short rest he resumed making calls and adding new accounts.

He is survived by his wife, Rose, a daughter, Mrs. Rosemary Allison, a son, James, and six grandchildren.

A 100% Salesman

By HOWARD J. BURRIDGE

Otto Schwartz will be remembered by all segments of the Chicago insurance fraternity with admiration and pleasure. Those who knew him best will recall him with a warm feeling of affection. He had a vibrant, buoyant, effervescent personality. He was 100 percent the salesman, with a strong contagious belief in everything he sold, convinced of its value and usefulness.

In spite of his optimism and good humor, his sales presentations were enthusiastically but seriously made. Those who smiled deprecatingly, or indulgently, or who tried to joke with him during a sales talk, or who made the mistake of treating the whole thing humorously, were cooled off quickly, and in a few moments found themselves reflecting his serious man-

ner, a
wards
His
standi
and v
though
them
could
thusia
mann
impar
struct
they
ways
comm
busin
He ge
of new
WRITE
MAGA

On
for p
He w
cants
men.
sort
ment
his 4
for li
As
ginni
Natio
testif
a pre
able.
but l
timin
ing a
On
and
thoro
his c
belie
and
ever
and

He
ing l
were
as m
or k
comp
them
disli
them
of t
It
some
After
Han
bilit
sura
and
statu
MAG
from
The
sign
or e
the
a c
spec
one
kno

B
the
exte
After
Tel
ful
to u
in s
troit
to p
pho
tim
bus
resu
beir
Phi
Was

44
ional
Dies

Chicago man-
writer Co.



Schwartz

from 1920
with Kel-
y Co. of
the Na-
clerk. His
er, led to
had such
of one of
ut in the
years he

lume of
m small
item of
ld over-
ful re-
Insur-
which he
to fin-
Insur-
made a
starting
his way
-square
rd file,
e book
reading
as pre-
gauge
the of-
e tele-
ery ac-

chwartz
nd was
activ-
ment
short
nd ad-
rose, a
son, a
ren.

IN
E

bered
insur-
and
best
belong
yant,
s 100
strong
sold,
ness.
good
were
made.
r, or
with
made
whole
off
ound
nan-

ner, and moving rather rapidly to-
wards signing on the dotted line.

His customers and friends of long standing were always glad to see him, and welcomed his appearances, even though they knew he intended to sell them anything and everything he could. They enjoyed his infectious enthusiasm and stimulating, exhilarating manner. They knew he was going to impart some of his confident, constructive way of thinking to them and they would benefit by it. He was always full of information and news and comment on what was going on in the business, and the personalities in it. He gathered up a considerable amount of news for both THE NATIONAL UNDERWRITER and THE INSURANCE EXCHANGE MAGAZINE in making his rounds.

One of his hobbies was finding jobs for people in the insurance business. He was besieged by both job applicants and companies seeking qualified men. It might be said that he ran a sort of unofficial, non-profit employment agency, and during the course of his 44 years in Chicago he found jobs for literally hundreds of people.

As one who knew him from the beginning of his association with the National Underwriter Company, I can testify that his rapid development as a premier salesman was truly remarkable. His formal education was limited, but he had a quick, intuitive sense of timing, of just how far to go in pressing a prospect to sign the order.

One of the reasons for his unusual and continuing success was that he was thoroughly sold on the publications of his company. He had an unshakeable belief in its editors, and their wisdom and sagacity. He was certain that everything they wrote was perceptive and superior.

He had a feeling of pity for competing publishers. His relations with them were friendly, but he regarded them as men who had no such competence or know-how as the staff of his own company. In all of his comment on them, he made it clear that he did not dislike them; he just felt sorry for them because they were not members of the National Underwriter family.

It is surely appropriate to record some of his business accomplishments. After making a success of the Chicago Handbook he was given the responsibility for producing the Chicago Insurance Telephone Directory each year and for increasing materially the stature of THE INSURANCE EXCHANGE MAGAZINE, which had been purchased from E. M. Ackerman. His success with THE INSURANCE EXCHANGE MAGAZINE assignment was beyond any expectation or estimate of the management. Today the paper, outstanding of its kind, is a continuing reminder of the very special capabilities and personality of one of the best friends I have ever known.

But his influence and usefulness to the National Underwriter Company extended far beyond the Chicago area. After he made the Chicago Insurance Telephone Directory the most successful book of its kind, it then occurred to us that the same thing could be done in several cities. We began with Detroit. For several years he went there to produce a Detroit Insurance Telephone Directory every fall, and after a time he was able to teach others his business-getting techniques with the result that such directories are now being published annually for Boston, Philadelphia, Pittsburgh, Baltimore-Washington, St. Paul-Minneapolis and

Dallas-Houston, in addition to Chicago and Detroit.

In his selling operations he was an original. He was never routine or mechanical. Instead he was quick-witted and imaginative, and as a consequence was able to deal with any unexpected turn of events.

Wherever he went, Otto left an impression of a vigorous energy, a lively, bubbling enthusiasm, an affirmative positive outlook, and at all times and everywhere an unceasing belief in, and the importance of, his company. He evolved his own methods, and developed his own personality, because he had a spontaneity and an inner drive which just about everyone found to be irresistible. He was a salesman from tip to toe, and what a salesman! In its 61 year history, the National Underwriter Company has never had another like him.

MRS. WILLIAM A. EARLS, mother of William T. Earls, Cincinnati general agent of Mutual Benefit Life, and of Thomas W. and John V. Earls of the Earls Bros. agency of Manhattan Life, died last week after a long illness.

Mrs. Earls, who was 82, was a member of a distinguished insurance family. Her husband is president of the Earls-Blain Co., prominent fire and casualty agency, of which Thomas and John Earls are vice-presidents. Her father, the late T. E. Gallagher, was for many years western department manager of Aetna Fire, first in Cincinnati, where he brought his family in 1897, and later in Chicago. Her brother, Vincent L. Gallagher, now of Coconut Grove, Fla., was U. S. manager of Pearl until his retirement last year.

There has always been a warm feeling within the National Underwriter Co. organization for the Earls-Gallagher insurance clan. The senior Mr. Gallagher came to the aid of E. J. Wohlgemuth, founder and first president of the company, buying advertising in the early issues of the *Ohio Underwriter*, predecessor of THE NATIONAL UNDERWRITER, which was founded the year he came to Cincinnati.

WESLEY E. MONK, 84, Massachusetts insurance commissioner, 1923 to 1928, and retired general counsel of Massachusetts Mutual Life, died in Needham, Mass. Mr. Monk joined the insurer after resigning as commissioner following his refusal to yield to political pressure and reduce auto liability rates shortly after compulsory auto went into effect in Massachusetts. He retired from Massachusetts Mutual Life in 1947.

COUNTESS BEULAH HUBBELL WACHTMEIER, 83, last surviving member of the immediate family of Frederick M. Hubbell, founder of Equitable Life of Iowa, died at Paris. She was an aunt of F. W. Hubbell, president of Equitable of Iowa, and of James W. Hubbell, chairman of Bankers Trust Co. of Des Moines.

Award-Winning Art Used In New York Life 1958 Calendars

New York Life's 1958 calendar featuring 12 award-winning contemporary paintings, has been well-received by agents and the public.

Accenting the American scene, the paintings represent some of the finest watercolor work being done in the country today. Every picture, each representing a different month, al-

ready has received an art show award. The calendar's utilitarian value is increased by the large white space available for notations and memoranda.

New Symbol Adopted By Wisconsin National Life

A new company symbol has been adopted by Wisconsin National Life. Situated in a black square are the lower case letters w and l in blue flanking an n in white. Above the lettering is an abstract design of a tree representing the tree of life. The sturdy oak has three branches symbolizing living benefits, disability benefits and death benefits. A white circle above the tree represents the continuity of these services through time.

The new Wisconsin National trade mark was designed by Robert Sydney Dickens Inc., design consultants of Chicago.

Ind. Department Gets New Office

The Indiana insurance department has been given approval by the state budget committee to leave the statehouse and share quarters with the toll road commission in the Old Trails building in Indianapolis. Cost of the move was estimated at \$5,000 for remodeling the third floor of the building. The insurance department will pay \$915 a month rent.

The Clayton, Mo., agency of New York Life in 1957 produced \$14,175,000 of ordinary, up 48%, qualifying four agents for Million Dollar Round Table, two for President's Council, seven for Top Club and six for Star Club.

STOCKS

BY H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, Jan. 21, 1958

	Bid	Asked
Aetna Life	184	187
Beneficial Standard	143 1/4	153 1/4
Business Men's Assurance	60	63
Cal-Western States	80	83
Columbian National	69	73
Commonwealth Life	18	19
Connecticut General	238	242
Continental Assurance	110	113
Franklin Life	59 1/4	60 1/2
Great Southern Life	65	68
Gulf Life	23 1/2	24 1/2
Jefferson Standard	77 1/2	79 1/2
Kansas City Life	1150	Bid
Liberty National Life	28 3/4	30
Life & Casualty	18	19
Life of Virginia	100	102
Lincoln National	184	189
National L.A.	96 1/2	98 1/2
North American, Ill.	18 1/2	19 1/2
Nw National	73	76
Ohio State Life	255	275
Old Line Life	40	44
Republic Natl. Life	35	37
Southland Life	68	72
Southwestern Life	94	97
Travelers	75 1/2	76 1/2
United, Ill.	20	21
U. S. Life	28	29
West Coast Life	41 1/2	43
Wisconsin National	63	66

Provident Life Changes Ad Agency

Provident Life of Bismarck, N. D., has appointed Douglas Advertising agency of Rapid City S. D. to handle its insurance trade publication advertising program. A completely new approach will be used, according to Alec H. Sym, assistant agency vice-president of Provident. Former agency was Graves & Associates, Minneapolis.

MONEY-MAKING PROPOSAL

FOR

GENERAL AGENTS

LIFE • ACCIDENT and SICKNESS

HOSPITALIZATION • GROUP

IN—

PENNSYLVANIA	• OHIO	• ILLINOIS
INDIANA	• MARYLAND	• DELAWARE
KENTUCKY	• TENNESSEE	• ARKANSAS
LOUISIANA	• MISSISSIPPI	• FLORIDA
MINNESOTA	• VIRGINIA	• MICHIGAN
SOUTH CAROLINA • GEORGIA		

MORE COMPETITIVE . . . L.I.C.A. offers a complete portfolio — policies filled with unusual selling features . . . loaded with advantages you can get your teeth into — and really S-E-L-L!

MORE MERCHANDISING . . . We offer a hard-hitting, sales producing program, from "mail to sale" Everything furnished to you without charge.

MORE ADVERTISING . . . We help you develop sales potential through local advertising, direct mail, quality-lead programs.

MORE MONEY FOR YOU . . . This is truly a "ground floor" situation. L.I.C.A.'s vigorous building program spells O-P-P-O-R-T-U-N-I-T-Y for you!

WRITE
Paul Reichart, Vice President in Charge of Sales

Life Insurance Company of America

Wilmington 99, Delaware • Telephone: Olympia 4-2474

LIFE • A and S • GROUP • HOSPITALIZATION

REINSURANCE

UNDERWRITERS SAY

It's good to have a seasoned hand alongside—such as this pioneer Reinsurer in the A & S field.

It's easily arranged!

EMPLOYERS REINSURANCE CORPORATION

KANSAS CITY, MISSOURI
21 West 10th St.

NEW YORK
107 William St.

CHICAGO
175 W. Jackson

SAN FRANCISCO
100 Bush St.

FIDELITY

A WELL-BALANCED COMPANY



Family Counselor . . .

The Life Underwriter helps in the making of plans for the welfare and security of the family.

Fidelity is proud of its life underwriters and family counselors and of the great job they are doing in the field.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



RECORDS

MASSACHUSETTS MUTUAL—Ordinary sales in November set a record for that month, amounting to \$60,328,500, up 7.1%. November's ordinary deliveries made it the 37th consecutive month in which a new monthly production record was established and the 63rd straight month in which the sales volume surpassed that of the corresponding month in the previous year. The Los Angeles agency led in November with production of \$2.7 million, while the Washington, D. C., agency also went over the \$2 million mark. Group life sales totaled \$11,019,674 and brought group production in the first 11 months to \$174 million, up \$53 million.

GREAT-WEST LIFE—Record combined life insurance and annuity sales of \$510 million was reached in 1957. Life sales reached \$408,600,000 by the end of December while annuity sales were \$101,300,000 for the year. At the end of the year, life and annuity business in force totalled \$3,836,000,000, a gain of \$436,600,000 during 1957. The year was marked by the fact that the company's group life insurance in force passed \$1 billion for the first time.

JEFFERSON STANDARD—Nineteen agents exceeded the \$1 million mark in paid business in 1957. Paid business totaled \$229,822,210, up \$6 million. Top agent was James T. Comer, Gastonia, N. C., with \$2,890,952. W. H. Gatling, Norfolk, was second with \$1,417,722. Leading agency was Charlotte, managed by W. L. Brooks, with \$22,127,030. Greensboro, headed by W. H. Andrews Jr., was second with \$10,709,758 and Long Beach, Cal., managed by F. S. J. Hancock, was third with \$10,579,202.

FIDELITY LIFE ASSOCIATION—The company has topped its 1957 goal of \$100 million of insurance in force. During the past three years, the company's growth has been nearly half as much as in the previous 59 years. Assets have also increased substantially and the 1957 annual report will show them in excess of \$22 million.

MUTUAL BENEFIT LIFE—The Nashen agency at New York has awarded a trophy to Cy Block for leading in volume in 1957; "man of the year" awards to Murry Greenberg for leading in lives and to Dean Kelsey, aged 72, who paid for \$516,660 on 33 lives; a plaque to Theresa Castell as runner-up in first-year earnings; a trophy to Albert Greenhouse, brokerage manager, as most cooperative representative; top second-year man award to Fred D. Haas, a million-dollar producer for 1957; honorable mention to James Slotte, John Wright, Albert Schub, Paul Bloch and Ralph Branca. Lee Nashem, the general agent, received a 10-year service pin from the company at the agency's annual meeting where the awards were made. The agency produced \$12,036,000 in 1957.

Nw Mutual Iowa Agents Hold Meeting At Waterloo

The annual all-Iowa meeting of agents of Northwestern Mutual Life is being held this week at Hotel President in Waterloo.

Principal speakers are: Robert B. Qualy, Davenport general agent; Kenneth Bragdon, district agent of Waterloo; William C. Zimmerman, district agent, Spencer; J. Gerald McTigue, Fort Dodge agent; E. K. Nading and L. A. Vasholz, special agents at Des Moines; Richard J. Ryan, special agent of Cedar Rapids, and Robert Collins, special agent in Sioux City.

DISCOVER THE DIFFERENCE



HE DID IN 1879* YOU CAN IN 1958

You can Discover the Difference in 1958 faster and easier than he did. If you're like many life underwriters you've been searching for the company which can help you make life insurance a career instead of a job without a definite future. We feel we are the company with the difference . . . here's why:

- Top first year and renewal commissions for General Agents and Agents. (Liberal vesting provisions.)
- Office allowance to General Agents
- Lifetime service fee.
- Liberal retirement plan.
- Hospital benefits for self, dependents.
- Disability income when sick or disabled.
- Group life insurance.
- Complete portfolio of modern policy forms for better production.
- Excellent sub-standard facilities enabling you to serve a larger clientele.

Important? Of course, because isn't it true . . . you've been so busy creating security for others you've forgotten the most important person of all — yourself — and your own security at age 65?

For more detailed information on these important differences contact:

MARC F. GOODRICH, C.L.U.,
Assistant Director of Agencies

*THOMAS A. EDISON, who showed the world the difference when he invented first practical, commercial incandescent light in 1879. He had more than 50 inventions to his credit, including phonograph, motion pictures, etc.

SECURITY BENEFIT LIFE

INSURANCE COMPANY
TOPEKA, KANSAS

Founded 1892
A Mutual, Legal Reserve Company

Home
Home
pointed



T. W.
agency
Thomas



Chest

Life a
assista
Bernie
Angelo
assista
Alfr
lee I
manag
ton, r
Home
develo
placed
assista
Oshin
Mr. V
sales
Washi
Jam
name
Life o

New

Rob
agenc
1955,
name
agent
phia.
ceed
Hain
giving
ment
ties
requ
rema
comp
sonal
Mr.
joine
land
ark
becar
of the
N. J.
agent
joine
came
1940.
St
distr
Engl
been
cisco
year
Ed
New
since
dutie
to d
clien

FIELD CHANGES

Home Life

Home Life of New York has appointed **Thorvald W. Johnson** manager at Minneapolis, **George L. Thomas** manager of a new agency in Cleveland and **Chester Bernie** manager at Los Angeles. Mr. Johnson joined Home Life at Pittsburgh in 1953 and was appointed assistant manager in 1955. He has been agency field assistant in the home office since March. Also an agency field assistant since March, Mr. Thomas began his career with Home



T. W. Johnson



Chester Bernie



G. L. Thomas

Life at Buffalo in 1953 and became assistant manager there in 1955. Mr. Bernie joined the company at Los Angeles in 1952 and was appointed assistant manager in 1956.

Alfred S. Bright and **William B. Wallace III** have been named assistant managers at New York and Washington, respectively. Mr. Bright joined Home Life under its management development program in 1951, was placed in charge of training planning assistants in 1953 and returned to the Oshin agency at New York in 1955. Mr. Wallace began his career in the sales department in 1952 and went to Washington in 1956.

James P. Kennedy Jr. has been named group representative of Home Life of New York at Los Angeles.

New England Life

Robert B. Armstrong, director of agencies of New England Life since 1955, has been named general agent in Philadelphia. He will succeed **Caspar W. Haines**, who is giving up management responsibilities at his own request but will remain with the company as a personal producer. Mr. Armstrong joined New England Life at Newark in 1948 and became district manager in charge of the branch office in New Brunswick, N. J., in 1952. Mr. Haines, general agent in Philadelphia since 1946, joined the company in 1938 and became supervisor in Philadelphia in 1940.

Stuart G. Hall has been appointed district group representative of New England Life at New York. He has been with John Hancock at San Francisco, Denver and Detroit for eight years.

Edward G. Mura, general agent of New England Life at Kansas City since 1936, will relinquish management duties at his own request on Jan. 31 to devote full time to his personal clientele. He will continue with the

company. He is a life and qualifying member of Million Dollar Round Table and of New England Life Leaders Assn.; a member of the company's Hall of Fame; past-president of Kansas City Assn. of Life Underwriters, General Agents and Managers Assn. and New England Life General Agents Assn.

Sacramento district agency of New England Life has been given general agency status. **J. Keith Williams**, district manager since 1954, has become general agent. The offices will remain at the same location, 300 Midtown building, 1507 21st street. Mr. Williams was with New York Life from 1946 to 1951, and later was personal manager for several celebrities in the entertainment field. He joined New England in 1954 at Oakland, Cal.

The George H. Gruendel agency of Chicago has opened a branch office at Skokie under the direction of **Thomas M. Arnison**. Included in the offices will be a special brokerage department and **George H. Gruendel & Co.**, an affiliated organization. Mr. Arnison, who has been in insurance for nine years, has been with New England Life for three years.

Robert H. Schacht, assistant director of agencies of New England Life since 1956, has been named manager at Toledo, effective Feb. 1. He succeeds **James W. Kennedy**, who is giving up management responsibilities but will remain with the agency as a personal producer. Mr. Schacht was with Metropolitan Life at Summit and Elizabeth N. J., before joining New England Life at Newark in 1948. He was named supervisor in 1952. He is a CLU and past president of Elizabeth Assn. of Life Underwriters.



R. H. Schacht

Aid Association For Lutherans

Edwin E. Brandt and **George D. Schmidkunz** have been appointed general agents of two new Chicago area agencies, and **Raymond W. Schmidtk** and **Thomas E. Whalen** succeed Carl

J. Rennekamp and E. A. Merten, respectively, as general agents in Chicago. **Harold W. Reiss** and **Wilfred E. Kleine**, district agents in the former T. L. Precht agency of Indiana, have been named general agents for Indiana. Mr. Kleine's agency will be located in Seymour, and Mr. Reiss will serve the central and northwest part of the state. **Arthur H. Schmidt**, district agent in Denver for 17 years, has been named general agent there, and **Donald C. Rittman**, district agent at Worthington, Minn., will head the former Reichart agency in Milwaukee.

Lincoln National Life

G. E. Cohen and **J. W. Bassett** have been appointed supervisors in the R. C. O'Connor agency of Baltimore. Mr. Cohen has made a substantial personal production record during his two years in the field. Mr. Bassett, who has been with Lincoln National for two years, attended the home office training school.

Bankers Life Of Iowa

Bankers Life of Des Moines has formed two new agencies and named as managers **Delbert L. Barnett** at



James E. Doell



Delbert L. Barnett

San Francisco and **James E. Doell** at Austin, Tex. Before joining Bankers Life, Mr. Barnett was brokerage manager for Occidental Life in Los Angeles. He entered the life business in 1953 as agent with Prudential in San Francisco, and in 1955 became a broker there. Mr. Doell entered the life business in 1950. He joined Tennessee Life in Houston four years later and was superintendent of agencies before going to Bankers Life. He is a past president and director of the San Angelo Life Underwriters Assn.

Pilot Life

Jose M. Ramirez has been named associate general agent of Pilot Life

at Ponce, Puerto Rico. He has been supervisor.

James W. Gerrets has been appointed assistant general agent at Shreveport. Before joining Pilot Life, he was with Jefferson Reserve of New Orleans.

B. L. Greer has been promoted to superintendent in the combination office at Charleston, S. C.

J. D. Bennett has been advanced to superintendent of the Lancaster, S. C., combination office.

Paul Revere Life

Nelson B. Hansbury Jr. has been named general agent of Massachusetts



N. B. Hansbury Jr.

Protective and Paul Revere Life at Trenton, N. J. He joined the companies last year. He formerly represented Research Institute of America and, since 1950, Alexander Hamilton Institute as a district manager in New Jersey. **Paul M. Trout**, whom Mr. Hansbury succeeds, has reached management retirement age. He has been with the companies for 20 years and will continue to represent them as a personal producer in the Trenton area.

Aubrey K. Reid has been appointed supervisor of the newly opened group office of Paul Revere Life at Columbus, O. He has been with the company since 1948, most recently has been at Sioux Falls, S.D., where he supervised group activities for the north central sales region.

Business Men's Assurance

Julian H. Craven has been appointed branch manager at San Antonio and **Glen R. O'Laverty** branch manager at Bluffton, Ind. Both branch offices are newly-established. Mr. Craven has been with Business Men's Assurance since 1950, and Mr. O'Laverty since 1939. Both previously were district managers.

W. O. W. Omaha

Woodmen of the World, Omaha, has made the following transfers: **H. C. Fabian**, state manager of north Georgia, to southwest fraternal representative; **I. L. Knight**, district manager at Cornelia, Ga., replacing Mr. Fabian at Atlanta; **Paul H. Smith**, district manager, Roanoke, to state manager of

TIME FOR A RECAP

Now is the time to take a long look at your future. Was 1957 everything it should have been? If not, it's time for a change. Western Life offers you an opportunity to go just as far as your initiative will carry you. Western fieldmen are among the happiest in the business, because they know they are on the road to success. They know what it means to work for a company with a sound reputation for helping its agents get ahead. Western can help you in 1958. To learn what Western Life can do for you, write or wire us today.

Western Life,
Western Life Building
Helena, Mont.

R. B. Richardson, Pres.
Lee Cannon, Agency V. P.

Insurance in force over \$370,000,000. Assets over \$82,000,000.



southwest Virginia; **C. G. Lamb**, state manager of Virginia, to state manager of east Virginia; **W. R. Barrett**, district manager of Cincinnati, to state manager of southwest Ohio; and **W. C. Conner**, district manager at Louisville, to state manager of south Mississippi. In addition, the territory of **Paul Jones**, state manager of north Missouri, has been increased by eight counties and St. Louis.

American General Life

Gerald K. Hall has been named manager of the Omaha agency. He brings 5½ years experience in life sales and supervision to his new position.

Union Central Life

Harry J. Ryan has been named manager of the Columbus, O., agency, succeeding **Fred W. Gusweiler**, who is

returning to the home office as 2nd vice-president. Mr. Ryan had been manager of the company's Davenport, Ia., agency for three years, and prior to his appointment was agency coordinator at the home office.

Connecticut General

Anthony G. Hargreaves has been named district group manager of Connecticut General in Seattle. He has been on the group staff of Cravens, Dargan & Co. in San Francisco, general agents representing Connecticut General. Named group pension representatives were **Robert H. Dunphy** in Hartford, **John R. Hammond** in Buffalo and **Richard G. Hight** in Baltimore. All have been in the home office group sales department.

Connecticut General has named **Charles Rothman**, **John E. Vestal** and **John R. Voogd** brokerage consultants at Cleveland, **Elmer F. Layden Jr.** and

Charles Smeeth brokerage consultants at Chicago and **Mark T. Vokey** brokerage consultant at Boston.

Franklin Life

Robert A. Schlagen has been appointed general agent in Winter Park, Fla. A prominent businessman of Springfield, Ill., Mr. Schlagen was president of Paul Steele Lumber Co., vice-president of Atlas Transit Mix Co., and vice president of Allied Builders Supply. Through long acquaintance with Franklin Life officials, he became interested in the life insurance business and retired from his various building material enterprises to go with the company in Florida.



R. A. Schlagen

Clifford S. Mitchell has been appointed regional supervisor in Chicago. He will assist Director of Agencies **John D. Gibson** in supervising the sales activities of sixteen districts comprising Prudential's Illinois region. Mr. Mitchell has been with Prudential 12 years. He started at Aurora in 1946, and in 1955 was promoted to staff manager. He became a training consultant in 1956.

New York Life

William H. Creamer III has been named manager of the new Towson, Md., agency of New York Life. Mr. Creamer, who had been a management assistant in the home office, joined New York Life in 1951 at Philadelphia and later was assistant manager in Upper Darby, Pa. He was named sales supervisor for the middle Atlantic division in 1956.

State Mutual



L. H. Moore Jr.

Lewis H. Moore Jr. has been named manager at Burlington, Vt. He is a graduate of State Mutual's management training center in Pittsburgh and last year was made assistant manager in Burlington.

Ohio National Life

E. Howard Haworth has been appointed general agent at Denver. For more than 10 years he had been in teaching before entering life insurance in 1953.



E. Howard Haworth

Equitable Society

Equitable Society has opened a second agency in Boston and appointed **Edward L. Tappert** manager. He joined Equitable at Detroit in 1947 and was appointed assistant manager in 1951.

New unit managers are **Alexander M. Stevens**, New York City; **Harold L. Sturdevant**, Missoula, Mont.; **Donald A. Thoms**, Downey, Cal.; **Paul R. Unruh**, Peoria, Ill.; **Roger Z. Von Ost**, New York City; **Charles G. Willard**, Covina, Cal.; and **Wayne G. Waggoner**, Jacksonville, Fla.

Named unit managers of Equitable Society are **J. Leonard Burger**, Uniontown, Pa.; **Harold W. McKevitt Jr.**, Richmond, Cal.; **Varnell O. Padgett**, Oakland, Cal.; **William J. Miranda**, Cheyenne; **Donald M. Pankhard**, Bellevue, Wash.; **Melvin Tasley**, Chicago, and **John T. Webber**, Boston.

Occidental Of California

Allan R. Cosburn has been promoted to assistant regional manager at the Toronto, Ont. group office. He joined Occidental in 1957 at Toronto. He previously served in the group insurance field before entering private business. He is past president of Ontario Assn. of A&S Underwriters.

Union Mutual

David F. Whorf has been appointed unit manager in Union Mutual's home office agency. He joined the company in 1956 as the first of its management trainees and has been home office field supervisor.

Great-West Life

R. W. Adams, group supervisor at Cincinnati, has been transferred to Seattle where he will be in a similar capacity for Washington. He joined the company at Minneapolis in 1950.

New supervisors appointed by Great-West Life are: **J. B. Benneian** and **R. A. Carse** at Cleveland, **R. B. Jones** and **J. T. Macon** at Detroit, and **P. J. Scanlan** at Edmonton, Alta. Mr. Benneian joined the company in 1951, Mr. Carse in 1947, Mr. Jones in 1953, Mr. Macon in 1955, and Mr. Scanlan in 1956.

Manhattan Life

Robert E. Brake Jr. has been appointed general agent of Manhattan Life in Sioux City, Ia., with offices at 501 Benson building. He has been in the business with Provident Mutual since 1946. He is a past president of Sioux City Assn. of Life Underwriters and now is president of Siouxland Estate Planning Council.



H. E. Brake Jr.

Life Of North America



S. M. Chase

Stephen M. Chase has been appointed manager of Life of North America's service office at Pittsburgh. The office is at 3220 West Liberty avenue. He has been assistant manager of Travelers.

Acacia Mutual

George Edlund has been named unit manager of Acacia Mutual at Baltimore. He joined the company in 1947 and served in a similar capacity from 1949 to 1952.

Prudential

Burton G. Brazier, associate manager of Prudential at New York, has been promoted to manager. He succeeds **William R. Israel**, who has been named manager of a new agency at Vineland, N. J.

Joseph P. Twyford, a training consultant in Prudential's home office, has been named a district manager in Brooklyn to succeed **Theodore O. Bohner**, who has been appointed a district manager in the Bronx. Mr. Bohner replaces **James F. Meehan**, who has retired.

HOME OF Confident Living

Complete portfolio of Life and S&A... outstanding package exclusives... Junior Estate builder... automatic Waiver... \$10-per-thousand Disability Income... Non Cancellable S&A (to 65)... comprehensive mass coverages... progressive merchandising... professional training... exclusive performance bonus. Ask for Confident Living brochure "BO-321".



NORTH AMERICAN Life and Casualty Company

H. P. Skoglund—President • J. E. Schofield, CLU—Vice President, Director of Agencies

OVER HALF A BILLION OF LIFE INSURANCE IN FORCE



You can hitch
your future
to this Symbol

...if you are ready
for your own
general agency

Old Republic Life Insurance Company

Chicago 1, Illinois

been ap-
n Chicago.
Agencies
prising the
districts
ois region.
Prudential
a in 1946,
l to staff
ning con-

has been
Towson,
Life. Mr.
manage-
office,
at Phila-
manager
as named
le Atlan-

I. Moore
named
at Bur-
t. He is
of State
manage-
ing cen-
Pittsburgh
ear was
assistant
n Bur-

Haworth

a sec-
pointed
joined
and was
n 1951.
Alexander
Harold
; Don-
Paul R.
on Ost,
Willard,
ggoner,

uitable
Union-
itt Jr.,
adgett,
iranda,
Belle-
Chicago,

romot-
at the
joined
e pre-
urance
business.
Assn.

ointed
home
mpany
ement
office



LIFE'S A BETTER BED OF ROSES AT GUARANTY SAVINGS!

Interested in a career
agency of your own?
General Agent openings
(some established) in
Alabama, Georgia, Flori-
da, Mississippi, Louisi-
ana, South Carolina,
Tennessee.

Call Collect

Lee Roy Ussery,
President
AM 3-1028

GUARANTY SAVINGS LIFE

Home Office — Montgomery, Ala.

MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES

Management Consultants
To Insurance Companies

Established 1945

220-02 Hempstead Avenue
Queens Village 29, N. Y.

BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES

MANAGEMENT CONSULTANTS

LIFE—FIRE—CASUALTY

EMPLOYEE BENEFIT PLANS

RICHMOND ATLANTA NEW YORK
PORTLAND

CONSULTANTS

IN MARKETING AND
FOR THE MANAGEMENT
INSURANCE BUSINESS

FRANK LANG & ASSOCIATES

ONE NORTH LA SALLE ST. CHICAGO 2, ILLINOIS
521 FIFTH AVENUE NEW YORK 17, N. Y.

A Service Guide A

Ralph B. Leonard & Company, Inc.

25 Broad Street New York 4, N. Y.

Telephone Digby 4-7485

"Broker-Dealers in Insurance Stock"

Life — Fire — Casualty

ACTUARIAL COMPUTING SERVICE, INC.

684 West Peachtree
Street, N. W., Atlanta 8,
Georgia, P.O. Box 6192,
Tel. TRialty 8-6727.

Black Chairman Of Peoples Life, Ind.

At the annual stockholders meet-
ing of Peoples Life of Indiana, Kenneth
E. Black, president, and Roy R. B.
Attride, vice-president of Home, were
elected directors along with Maurice
Hartwell, Harold W. Smith, Laverne
Wilson and James O. Wilson of Frank-
fort and Thomas W. Moses of Indi-
anapolis.

Mr. Black then was elected chair-
man.

Maurice Hartwell, who has been
vice-president and treasurer, was
elected president. Robert K. Ryan has
been president and general counsel.
Harold W. Smith, who has been vice-
president and treasurer, was elected
executive vice-president, secretary
and treasurer. Laverne Wilson was
named vice-president, Russell P. Hark-
er general counsel, and Dr. C. A. Bur-
rough medical director. James O. Wil-
son continues as agency superinten-
dent.

Equitable Of Iowa Sets Production Record

The largest annual production in
the 90-year history of Equitable Life
of Iowa was attained in 1957 with a
total of new paid life insurance of
\$166,216,320, representing a gain of
9.9% over 1956. Total life insurance
in force at the end of 1957 increased
to a record high of \$1,570,397,677.

The H. O. Smart agency of Detroit
led all agencies with \$6,560,473. Mr.
Smart, in the Detroit agency since 1947,
became its general agent following the
retirement of his father, F. A. Smart,
in 1957. Following company
custom, the agency will be honored
at a banquet in Detroit Jan. 25 at
which J. Richard Ward, agency vice-
president, will represent the company
as host.

Pan-Am Sales In 1957 Totalled \$187 Million

Pan-American Life sales in 1957 to-
talled \$187 million while insurance in
force rose by \$137 million to \$1,058,-
000,000.

Assets rose to \$200 million, up 7%,
while surplus funds came to \$14,717,-
662, up 6%.

December sales totalled \$23.2 mil-
lion.

Eleven new general agencies were
opened in 1957.

To Conduct Seminar For Negro Insurers Jan. 30

An agency executive seminar for
Negro life companies will be conduct-
ed by Republic National Life at the
Conrad Hilton hotel in Chicago Jan.
30-31. The seminar is a new service
of the company, according to W. N.
Stannus, vice-president in charge of
the reinsurance division.

Attending the seminar will be 29
life insurance executives from all
parts of the United States. Republic
National will be represented by Clar-
ence J. Skelton, senior vice-president
and coordinator of production plan-
ning; Virgil Cottle, assistant vice-pres-
ident, reinsurance division; Lyman E.
King, assistant vice-president and di-
rector of training; Charles D. Walters,
assistant training director, and Mr.
Stannus.

The Adam Rosenthal agency of St.
Louis has received the top annual
award of General American Life—the
president's million dollar cup—for be-
ing the company's best all-round
agency in 1957.

YOU Can Start a Chain Reaction of Sales . . .

by Joining the March to N.A.A.I.C.*

Your future with this company can grow . . . and grow:

1

New, Streamlined Life Portfolio!

NAAIC's Life lines have been revised—realistic, saleable rates.

2

New Group Facilities—Life and A&H!

3

Outstanding Agency Contract!

Ask any North American Agent what he thinks of his contract! It's unbeatable!

There are other reasons, too, why top
insurance men know it's smart busi-
ness—profitable business to work
with the North American Accident
Insurance Company—Chicago.

- Top Commissions . . .
Level A&H Renewals
- No Branch Offices
To Compete With You
- Concrete Assistance—gets you
off to the right start with hard-
hitting sales aids and promotional
materials.
- Extra Incentives to supplement
your production achievements.

If You Are Interested In Making Money
—Not Just Today But Years From
Now—remember you can start a chain
reaction of sales by writing

S. Robert Rauwolf, Vice President, Dept. J

*The familiar abbreviation for the North
American Accident Insurance Company—
one of America's oldest and strongest Per-
sonal Insurance stock companies.



FOUNDED 1886



North American Accident Insurance Company

Licensed to operate in the 48 states and the District of Columbia
LIFE • ACCIDENT • HEALTH

209 SOUTH LA SALLE STREET • CHICAGO 4, ILLINOIS

QUALITY...IS OUR FUTURE

OUR POLICIES
Commercial or Non-
Cancellable at Age 65
Accident & Disability

Hospital, Medical and
Surgical with Optional
Guaranteed Renewable &
Deductible Features

Major Medical Expense

Cancer and Specific
Disease Expense

Franchise Groups and
Key Man Plans

Business Expense Disability

Quality Can Be Your Future

THE NEWEST

Hospital—Surgical and
Major Medical Expense
Combined ALL in One Policy
and
with Optional Guaranteed
Renewable Features

"Quality Makes the Difference"

Our Policies
Give You Quality
because

"Quality Goes in Before the Name Goes On"

Desirable
Agency Openings
Available
in the following

Arizona
Colorado
Florida
Illinois
Indiana
Iowa
Kentucky
Michigan
Minnesota
Missouri
Nebraska
N. Dakota
Ohio
Wisconsin
Inquire about our
direct contract or
brokerage
arrangements.

ILLINOIS MUTUAL CASUALTY COMPANY

MEMBERSHIP

E. A. McCord, President

Dependable Accident, Sickness and Hospital Insurance Since 1910

HOME OFFICE

411 Liberty

Peoria, Illinois

HOME OFFICE CHANGES

Life Of North America



H. T. Greene

Herbert T. Greene has been named director of training of Life of North America. He entered the business with National Life of Vermont at Boston in 1938. He joined John Hancock in 1956 and has been in charge of advanced underwriting in the general agency department. He is a CLU.

Wisconsin National Life

L. B. Van Treese has been elected vice-president and director of agencies, and will begin his new duties Feb. 3. Mr. Van Treese started his insurance career with Prudential in

Minneapolis in 1931, becoming assistant manager there in 1937. From 1946 to 1950 he was agency supervisor for Aetna Life at Minneapolis. In 1951 he joined Mutual Service Life and has been sales director for the past two years.

E. H. Metz will become vice-president for sales training, and A. L. Sanderhauf will continue as associate director of agencies.

DOMINION LIFE—In a number of officer appointments, E. G. Schafer, assistant general manager, has been named vice-president, Steele C. Mackenzie, assistant general manager, vice-president and director of agencies, and G. F. C. Pangman, assistant general manager and treasurer, vice-president and treasurer. J. L. Whitney, general counsel, has been named secretary and general counsel and Dr. J. W. Merritt, assistant medical director, has been appointed medical director. Herbert Schaus, assistant gen-

eral manager and secretary and Dr. A. J. McGanity, medical referee, have retired.

Paul Revere Life

L. Russell Blanchard has been named superintendent of sales promotion and training of Massachusetts Protective and Paul Revere Life. He will be in charge of sales promotion, advertising, public relations and overall sales training activities. He has been sales promotion manager since 1949. Active in Life Advertisers Assn., he has served on its executive committee, as its editor and as a member of various committees.

James L. Moorefield has been named assistant general counsel of Massachusetts Protective and Paul Revere Life. He joined the legal staff 4½ years ago and has been assistant counsel since 1956.

Fidelity Mutual



R. L. Mayes

Robert L. Mayes has been appointed supervisor of agencies. He joined Fidelity Mutual at Miami in 1954 and was named supervisor the same year.

Equitable Of Iowa

Charles H. Everett has been appointed superintendent of agencies. He entered the business with Metropolitan in 1936 and was later named assistant manager at Memphis. Following World War II service, he became general agent for Equitable of Iowa at Memphis and St. Louis. He was agency manager at Atlanta for Provident Mutual Life for five years preceeding his new appointment.



C. H. Everett

National Life Of Vermont



G. W. Frank

George W. Frank has been appointed general agent of National Life of Vermont in Rochester, N. Y. He has been assistant manager of New York Life at Rochester since 1954.

SOUTHERN PROVIDENT LIFE—Four new officers have been elected: Chandler Lloyd of the law firm Biggers, Baker, Lloyd & Carver and member of Southern Provident's board, was elected secretary. Howard J. Cox, who joined the company in 1953 as chief accountant and recently has served as assistant secretary, was elected treasurer. Mrs. Dorothy Shores, chief underwriter, was named assistant secretary, and Glenn Hays, assistant accountant, was elected assistant treasurer.

Union Central Life

Fred W. Gusweiler has been elected 2nd vice-president with duties involving company expansion, recruitment and agency supervision. He was named manager of the sales training division of Union Central in 1945 and became assistant superintendent of agencies the following year. He has been manager at Columbus since 1955.



F. W. Gusweiler

Valley Forge Life

Henry K. Hotarek has been named agency supervisor. He has been in insurance since 1948, as an agent, A&S supervisor at New York for a group, and life manager for a New York general agency. Before joining Valley Forge, he was brokerage supervisor at New York for another company.



H. K. Hotarek

Lutheran Brotherhood

Donald Brostrom has been appointed administrative assistant in the president's office. He previously had been a staff writer with the Minneapolis Star.

Luther O. Forde has joined the actuarial department of Lutheran Brotherhood. He has been associated with Marsh & McLennan, Minneapolis, since 1951.

Western Life

Merritt R. Gamache has been named superintendent of agencies at St. Paul. He has served as agent, director of training and agency supervisor for Penn Mutual Life at St. Paul.

Western & Southern

Eleven officers and junior executives have been named to executive posts in the new western division. They formerly were officers of Guaranty Union Life, recently merged with Western & Southern.

Ralph W. Smith Sr. and Hawyard L. Elliott, former president and vice-president of Guaranty Union, have been elected vice-presidents. John V. Hawley and William R. Ernst, former vice-presidents, have been named 2d vice-presidents. Others are L. M. Rosholt, assistant actuary; Dr. J. H. Marks, associate medical director; F. H. Gun-

WEST COAST LIFE AGENCY DIRECTOR \$17,000

Established company with over 100,000,000 in force. Require man with heavy proven administrative background to manage entire agency department. Age range 35-45, minimum ten years home office experience in agency department or combined home branch office production experience (home office background of at least 5 years). College training mandatory.

EMPLOYER PAYS SERVICE CHARGE—MOVING EXPENSES
ALL INQUIRIES HANDLED
CONFIDENTIALLY.

FERGASON PERSONNEL

INSURANCE PERSONNEL EXCLUSIVELY
330 S. Wells St. Chicago 6, Ill.
Harrison 7-9040

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND

Consulting Actuaries

San Francisco Denver Los Angeles

MISSOURI

NELSON and WARREN

Consulting Actuaries
Pension Consultants

ST. LOUIS KANSAS CITY

GEORGIA

RINTYE, STRIBLING & ASSOCIATES

Consulting Actuaries—Insurance Accountants
Pension Consultants

William-Oliver Bldg. Atlanta
Jackson 3-7771

NEW YORK

Wolfe, Corcoran and Linder

Consulting Actuaries
Insurance Accountants

Employee Benefit Plan Consultants

116 John Street New York 38, N. Y.

PENNSYLVANIA

Lenard E. Goodfarb, F.S.A.

Consulting Actuary

Market Street National Bank Building

Philadelphia 3, Pa. Rittenhouse 6-7014

GA. VA.-N.Y.

BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES
MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS

RICHMOND ATLANTA NEW YORK
PORTLAND

ILLINOIS

CARL A. TIFFANY & CO.

CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6

Telephone Central 6-1288

CHASE CONOVER & CO.

Consulting Actuaries
and Insurance Accountants

Telephone Wabash 2-3575

332 S. Michigan Ave. Chicago 4, Ill.

IND. & NEB.

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President
Indianapolis - Omaha

WASHINGTON & CALIFORNIA

Milliman & Robertson

Consulting Actuaries

914 Second Ave.
Seattle 4, Wash.

400 Montgomery St.
San Francisco 4, Calif.

NATIONWIDE

THE Howard E. Nyhart Company
INCORPORATED

CONSULTING ACTUARIES

INDIANAPOLIS • DALLAS • LOUISVILLE

ter, associate counsel; J. T. McNeilly, assistant secretary and manager, new business department; T. R. Meyer, manager, policyholder service department; H. R. Psomas, assistant treasurer, and Wayne N. Thompson, manager, advertising and office services department. They will operate from western division office in Beverly Hills.

Pan-American Life

Oscar G. Garza has been appointed sales promotion supervisor in the Latin - American department of Pan - American Life. He formerly was advertising manager of a Mexican insurance company and an account executive of an advertising agency in Mexico City. He will handle Pan-American's sales promotion and advertising in Central and South America.



O. G. Garza

Central Standard Life



Robert O. Shepler

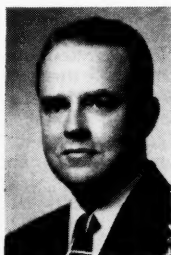
Robert O. Shepler has been appointed agency director. Prior to joining Central Standard, he headed agency activities of the Maccabees and was in charge of sales, recruiting, training, sales promotion and advertising.

Massachusetts Mutual

William C. Gibson has been appointed associate director of the group pension division of Massachusetts Mutual. In the pension division of the group department for several years, he was named assistant sales manager in 1954, and assistant director in 1955.

Atlantic Life

Stanley D. Smith Jr., field training assistant of Atlantic Life since 1956, has been promoted to assistant agency director. He entered the business with Atlantic at Princeton, W. Va., in 1955.



S. D. Smith Jr.

Royal Neighbors

Mrs. Harriet S. Jeanes has been appointed fraternal advisor of Royal Neighbors. She has been editor of the fraternal's monthly magazine, *The Royal Neighbor*, since 1951, and she will retain that post.

Guardian Life

Guardian Life has appointed Brian S. Brown director of field training, Milton C. Fiske assistant secretary, C. Craft Marks agency director, and James J. Power assistant secretary. Mr. Brown joined Guardian in Atlanta in 1952 and has been a field training supervisor. He is a CLU. Mr. Fiske has headed the policy values department since 1943. He now will supervise the issue and policy values departments. Mr. Marks entered insurance with Guardian in Davenport, Ia., in 1947 and has been field director since 1955. He will supervise several agencies in the south central region and will maintain headquarters in St. Louis, where he has been located since 1951. Mr. Power was appointed head of the

dividend department in 1950 and has headed the premium collection department since 1953. He now will supervise the premium collection and premium accounting departments.

ALINCO LIFE, a subsidiary of Associates Investment Co., has named J. Reuben Darr manager. He will also supervise the consumer credit insurance activities of Associates Investment. Mr. Darr, formerly superintendent of agencies for Bankers Security Life at New York City, has been active in the life insurance field for 23 years. He is a CLU and an author and lecturer on insurance.

CENTRAL PLAINS LIFE—James M. Stanley has been appointed vice-president of sales and development of ordinary life. Previously, he had been regional group manager at Kansas City for Lincoln National Life.

PREFERRED LIFE—Samuel J. Gilbert has been elected president. He has had more than 25 years experience in the insurance industry and is also president of Universal Guaranty Life of Shreveport, La.

WISCONSIN LIFE—G. S. Franzmeier has been elected assistant secretary and Alex Reisdorf has been named manager of the mortgage loan department.

N. Y. Life To Mark 100 Years In Canada

New York Life will launch a year-long program to mark its 100th anniversary in Canada. The observance will begin Feb. 23, the date the first policy was sold in Toronto a century ago.

The Canadian operation was reviewed recently at a New York meeting of 300 company officials. Guests included Harry A. Scott, consul general of Canada, and John Fisher, executive director of Canadian Tourist Assn., who made the principal address. Clarence J. Myers, president, and Fred A. Wade, field vice-president in charge of the Canadian department, attended.

Tells A&S Claims Men How To Meet People

How the A&S claims staff meets the public was discussed by W. A. Eggert, chief psychologist, Lumbermens Mutual Casualty, at the January meeting of Chicago Claim Assn. A good claims man should have a knowledge of people, especially the accident prone; a desirable manner in written and oral communication and a desirable attitude towards people, he said.

Primary psychological causes of accidents are negligence, impulsiveness, inconsiderateness towards others and impatience, Dr. Eggert said. These are the factors which distinguish accident prone—which constitute 10 to 15% of the population.

He went on to list several "does" and "don'ts" for claim men in their communication with insured. Don't talk too much, and don't use "slang" or too many big words, he said. Instead, the claims adjuster who assumes the role of a sympathetic, expert listener will generally get more information to help him settle a claim.

The Feb. 12 meeting of the association will feature a panel on A&S, group and ordinary life claims. Members are requested to submit questions for the panel no later than Feb. 5.

Braddock, 2nd V-P Of N. Y. Life, Joins Alexander & Alexander

James H. Braddock has joined the consulting actuarial division of Alexander & Alexander, insurance brokers. He has been a 2nd vice-president of New York Life.

Confederation Sales In '57 Rose \$27.7 Million

Confederation Life's 1957 life sales totaled \$261,466,572, up \$27,744,761. The gain consisted of \$15,263,128 in individual policies and \$12,481,633 in group. Annual group A&S premiums totaled \$7,899,407, up \$1,516,621.

Life insurance in force rose to \$1,953,938,014, up \$188,594,478. Individual and group annuity contracts represented an additional \$285,739,824.

Payments to policyholders totaled \$36,266,797, consisting of \$26,496,054 to living policyholders and \$9,770,743 to beneficiaries. Dividends came to \$3,648,708.

Income totaled \$71.7 million, up \$5 million. Assets rose to \$385.3 million, up \$23.6 million. The over-all interest rate on invested assets was 4.66% before expenses and 5.64% on new investments. Stock and bond transactions came to \$100 million and resulted in a capital gain of \$1.8 million, of which \$1.2 million was used to write down book values.

LUTC A&S Instructors To Confer

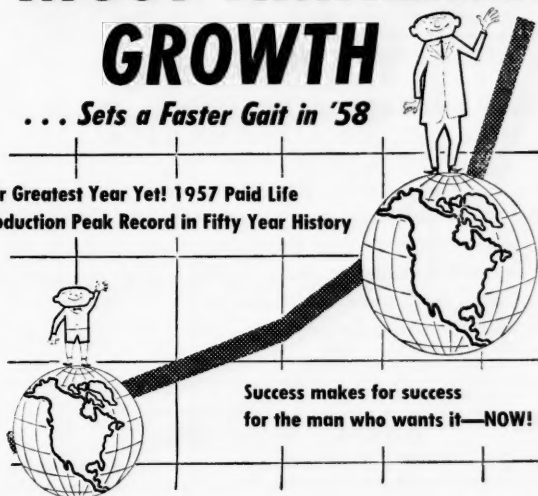
Nine regional A&S instructors' conferences will be held during January in preparation for the start of Life Underwriter Training Council A&S course classes in February.

The conferences, conducted by a member of the headquarters staff, are designed to familiarize instructors with some of the basic concepts and procedures of the course and insure uniformity regardless of geographical location. Conferences will be held in Washington, Albany, Des Moines, Atlanta, Columbus, O., Denver, Nashville, San Francisco and Austin.

MOST AMAZING GROWTH

... Sets a Faster Gait in '58

Our Greatest Year Yet! 1957 Paid Life Production Peak Record in Fifty Year History



NORTH AMERICAN LIFE Insurance Company OF CHICAGO

Charles G. Ashbrook, President
Ronald D. Rogers, CLU, Agency Vice President

North American Building

Chicago, Illinois

SHELBY CULLOM DAVIS & Co.

Members New York Stock Exchange

Oldest Specialists (with Predecessor Firm)
in Insurance Stocks

Underwriters and Distributors of
CORPORATE & MUNICIPAL BONDS

beg to announce
their removal to expanded offices

116 JOHN ST., NEW YORK 38, N. Y.

"In the Heart of the Insurance District"
Serving the Insurance District

N. Y. A&S Bill Improvements Make It 'Worse Than 1957'

(CONTINUED FROM PAGE 2)

vidual converted policies would have to be combined with that of the entire group hospital, surgical and medical expense business of the company.

This bill would boost the cost of group A&S because the majority of the conversions would be made by older and physically impaired persons. Large reserves would have to be accumulated through the group operation to meet losses that would exceed premiums on the converted policies. Also, reserves would be needed to take care of losses under conversion policies even after all or part of the

group policies issued by a company are terminated.

The ban against charging the higher cost of converted policies back to the group would discriminate against groups consisting of more stable employees. Groups which provide continued coverage for retired employees not only would have to pay for continued benefits but also for their share of the losses on converted policies issued on all the groups.

The bill would hamper collective bargaining by setting forth what coverage must be given under insured

welfare plans. It also would have the effect of telling insurers what they must sell and how they must operate after the insurance is sold.

Furthermore, many retirees on reduced incomes will find they cannot afford the more expensive converted policies and will allow them to lapse.

The third bill, dealing with group A&S policies, would not allow exclusion of hospital, surgical or medical expense benefits due to pre-existing conditions and would bar any restriction or reduction of benefits in the policies because of age or physical condition. Evidence of insurability could not be obtained for all types of group A&S coverages.

If the exclusion for pre-existing conditions is not permitted, it would halt the practice of deferring coverage

on persons not actively working when their coverage otherwise would become effective. Older people's needs may differ from those of active employees. The bill would not allow benefits to be changed at retirement to be more appropriate for these needs.

Insurers do not require evidence of insurability for most group policies, except under the newer forms where experience is needed. By prohibiting evidence of insurability for all group coverages, the bill would tend to discourage experimentation and extension of insurance to persons not yet covered.

The fourth bill, a short one, is not expected to draw fire from the insurance business. It is a permissive measure that would allow prepayment plans like Blue Cross to cover dependent children until any age. These plans presently are permitted to cover dependent youngsters only to age 19. The insurance companies, however, may cover dependent children to any age.

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

GROUP ACTUARY or ACTUARIAL STUDENT

Opportunity for ambitious, capable young man with Group Actuarial experience to aid in increasing effectiveness of Group Actuarial Department. Well-established, rapidly expanding Life and A&H Company located in north central states has need for man who will complete examinations and progress rapidly to high management in Group Actuarial field. Replies confidential. Write to: Box Y-61, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AGENCY MANAGER

One of the nation's oldest and largest life insurance companies has openings in several major cities throughout the United States for men who are qualified to assume the position of Agency Manager in an established agency. We are interested in building large agencies. The requirements are:

1. Successful experience in agency field management;
2. Married, between ages 28-40;
3. College education (or, evidence of its equivalent in the form of CLU Training or other professional education).

The position carries with it a substantial starting salary, depending upon qualifications. Supervisory assistance is provided at Company expense. In addition, there is an expense account and exceptional pension and group insurance benefits. All of our Field Management personnel know of this ad. For a personal interview, write, giving full particulars to Box Y-65, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE UNDERWRITER SENIOR & JUNIOR POSITIONS OPEN

QUALIFICATIONS: Ages: to 45. At least 5 years experience in Ordinary Underwriting.

COMPANY: Over 4 billion in force. Recent promotions make these two desirable openings available. Group benefits. Pension Plan. Five day week. Mild climate. Salary open.

IN APPLYING: Give pertinent facts in first letter as to age, education, experience, present salary. All replies strictly confidential. (Our personnel have been advised of this ad.)

BOX Y-62 c/o The National Underwriter Co.
175 W. Jackson Blvd., Chicago 4, Ill.

A CHALLENGING OPPORTUNITY for CAREER ACTUARY

in new Actuarial Division of 50 year old Life and Accident Health Company. Age and experience open. Prefer man with at least five years experience, who has completed most of his exams, or willing to do so. Job will appeal to man with vision and ability to meet the challenge of an expanding opportunity within company management. Write Box X-66, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

REGIONAL AGENCY DIRECTORS

Needed in Texas for a progressive, rapidly growing legal reserve life insurance company writing all forms of Life; A&H Group and Credit insurance. We desire the services of a reliable life underwriter of proven sales ability who is able to take over the supervision of an entire area, appoint General Agents and Agents, and generally supervise operations. Company offers over 100 standard rate book policies as well as easy selling special policies. This is a splendid opportunity to build a permanent, well paying Regional Agency with a sound young Company enjoying an A rating. In replying send picture and license number and full details of self and experience. All information treated confidentially. As our own Agents know of this ad, write in confidence to: Agency Director, Box Y-71, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

AGENCY SUPERVISOR WANTED

Progressive, 13 year old Alabama life insurance company wants an aggressive, experienced supervisor. A real opportunity for right man with proven ability. The position offers a good starting salary and an excellent opportunity for advancement.

In replying, please state age, experience and qualifications. Our employees know of this Ad. All replies will be treated in strict confidence. Write Box Y-73, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ASSOCIATE GROUP ACTUARY

Growth opportunity with rapidly expanding Southern California headquartered Life company currently with over \$2,000,000 in group premiums in force. The right man will join management team and have full responsibility for group rate development and risk approval, and work toward position of company actuary. Should have experience in Group Actuarial, including Underwriting. Starting salary from \$9M to 10 1/2M contingent upon experience. Reply in confidence with complete résumé to: Box Y-74, c/o National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

CREATIVE SALES ASSURANCE

Imaginative idea and sales producer seeks a challenging opportunity in advertising—sales promotion—or training. Skilled and schooled in all phases of selling life and A&S.; packages, programming and business insurance. Prior experience in planning, administration, writing and producing advertising and sales promotion. Write Box NY-78, c/o The National Underwriter, Advertising Dept., 17 John St., New York 38, New York.

HOME OFFICE AGENTS TRAINING POSITION WANTED

Age 37, College graduate. 6 years life company agent, unit manager, and home office training specialist; 5 years high school teacher. Thoroughly experienced and proficient. Desires a change in companies for more responsible position with advancement possibilities. Reply to Box Y-79, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ARIZONA ATTENTION

Multiple Line Agent past six years. Low Degree. One year experience claims. Age 37. Need dry climate due to children's health. Prefer agency with opportunity for partnership and/or purchase. Heavy Life and Personal Lines Experience. Al Driscoll, 3909-11 Farnam St., Omaha, Nebr.

WANTED TO BUY

Small or medium size Life Insurance Company. Replies confidential. PIONEER INVESTMENT COMPANY, P O. Box 463, CHICAGO 90, ILLINOIS.

McMillon Tells How He Gives Personal Service

Give the client such close personal service that everytime he thinks of insurance, he'll think of you, R. L. McMillon, district manager at Abilene, Tex., for Business Men's Assurance, advised members of Chicago A&H Assn. at their January meeting.



R. L. McMillon

Mr. McMillon, who is also area 3 membership chairman of NALU, demonstrated his subject, "Penetrating Oil," a speech which he is noted for, by using oil cans to represent the different ideas and techniques in depth selling.

His system consisted of sending cards to prospects and clients, and he seemed to have a card for every little occasion—policy first anniversaries, thank you notes for business he had received, and cards inclosing newspaper clippings which made mention of the prospect—all of which were calculated to keep his name and face in front of the prospect and to let the prospect feel he was being remembered.

"My birthday file is my goldmine. When I go through my birthday file, I literally have my hand on the pulse of my business," he declared. He emphasized that he sends birthday greetings to everybody, even babies of age zero. When that baby reaches voting age, he has received a card from Mr. McMillon for 21 years, and by that time, as far as the new prospect knows, "I am the only one in the business."

Mr. McMillon said he advertises because "no business can afford the luxury of silence very long." He said he always uses the same picture of himself, because in doing so, prospects will always recognize him.

Urging his listeners to keep calling on clients whom they have sold, he said he had found that agents who fail to keep coming back to suggest additional coverage often miss out on good sales. "Pour the oil of service on them, and they won't be looking to Washington for handouts," he concluded.

Cal

the bo
tax bra
increas
chaser
which
lay an
tial ta
revenu
become
the fir
are ad
cost to
"Und
an ind
endow
first p
prior
the co
for loa
premium
year.
"The
rying
entirel
ments,
the ne
with s

At t
duced
what h
financ
"The
yzes a
bank-f
based

Pan

for its
conven
Florida
operat
Ken
and ag
organ
eration
Richard
dent,
agenda
dent's
held in

Dyn
ers' c
morn
mons,
presen
pointe
backb
those
for le
Mr.
the b
John
dent,
always
and w
compa
or op
the a
himsel
ers, R
Mr.
new r
new p
superi
the n
been
pensi
suran
ency
buy a
major
Mr.
term
intenc
new

Calls Bank-Loan Plan 'Glaring Loophole,' Urges Action

(CONTINUED FROM PAGE 1)

the borrowed money, the taxpayer's tax bracket, and the contract's rate of increase of the cash value, the purchaser of the plan gets a tax saving which reduces the net cost of his outlay and may furnish him a substantial tax profit at the expense of the revenues. In some cases these plans become virtually self-sustaining after the first one or two premiums and are advertised as being of negligible cost to high-bracket purchasers.

"Under the typical bank-loan plan, an individual gets a life insurance or endowment policy, perhaps paying the first premium in cash. Usually by prior arrangement, he then assigns the contract to a bank as collateral for loans with which he pays future premiums as they fall due year by year.

"The purpose is to convert the carrying of life insurance partly, if not entirely, into deductible interest payments, thereby substantially reducing the net outlay to be paid by people with substantial incomes."

At this point Sen. Williams introduced a page of figures dealing with what he referred to as a typical loan-financed sale.

"The table above," he said, "analyzes and examines an example of a bank-financed life insurance plan based on \$100,000 ordinary life cov-

erage for an individual age 45 at an annual premium \$3,563. You will note that the plan, financed at a gross interest rate of 5%, would result in interest payments and deductions of \$37,411.50, over a 20-year period.

"For an individual in a 50% tax bracket, the net interest cost would be \$18,705.75. For this cost, plus the deposit of additional collateral of \$3,187, the insured would have built up a total death benefit, including accrued policy dividends, of \$128,900, which would be entirely tax exempt. After subtracting the \$71,260 bank loan against the policy, this would amount to \$57,640.

"Although this is a comparatively conservative type of bank-loan plan, it illustrates how advantageously the interest deduction on such loans can be used to finance a tax-exempt benefit.

"To relieve further the policyholder utilizing this plan from any risk resulting from an uncertainty about the future interest rates charge by the bank and the personal liability of the policyholder for his loan, plans have been developed for 'direct-with-insurance-company' loans.

"Such a plan is described in some of the advertising circulars distributed by insurance companies. One circular, entitled 'Application of Tax Savings

in Reduction of Life Insurance Costs,' which has come to my attention, carries this quotation: 'It has been proven possible for individuals or corporations to own life insurance under the "direct-with-insurance company" loan plans without any cost whatever, if the policy is held for a sufficient length of time. The cash value of the policy increases and ultimately reaches the point where the owner may recover his initial outlay for the first annual premium and also the total net cost of his interest payments after tax credits.'

"The Treasury department has recognized this plan as a glaring loophole in our revenue code and in a letter dated Nov. 21, 1957, stated that they would recommend to both the Senate finance committee and the House ways and means committee that corrective legislation be enacted.

"I urge that both committees and the Congress give prompt attention to the need for this legislation."

Up Interest On Prepaid, Lower Term Rates At Great-West Life

Great-West Life has announced reduced rates for term policies and level term riders, and increased rates of interest for premiums paid in advance.

The premium reductions apply to all term policies and level term riders. At the same time, the minimum term policy will be increased from \$5,000 to \$7,000. Level term riders will continue to be available at the present minimum of \$2,500.

Where premiums are prepaid, the rate of interest will be 3½% for the first 10 years from date of deposit, and 3% thereafter on funds actually used to pay premiums or returned at death; 2½% on any part of a deposit later withdrawn or returned on surrender or maturity of the policy other than by death. The increase is ¼% in each case. Accounts established before Jan. 1 will not be affected by the change.

Name W. E. North As NALU Secretary Choice

(CONTINUED FROM PAGE 1)

Chicago in 1939 as manager of the Century branch, becoming manager of the northern Illinois branch in 1943.

He is the author of numerous articles published in industry and other periodicals and services and has been speaker, moderator and panel member for various state and local life associations, universities and civic organizations in a large number of states.

Previous to entering insurance, the Chicago association nominee was in sales and organization work, including 1½ years in campaign work, 3½ years as manager of the Baker (Ore.) Chamber of Commerce, manager of Corvallis, Ore., chamber, and director of Oregon State Assn. of Commercial Secretaries.

CLAUDE R. FOOSHE, 71, former general agent for Prudential, died of a cerebral hemorrhage at his home in Long Beach, Cal. He was general agent at St. Louis for 19 years until 1933 when he was promoted to manager of Prudential's office at Los Angeles.

E. J. Clark, A Founder And Past President Of American College, Dies

Ernest J. Clark, 85, Maryland State agent emeritus of John Hancock and a founder of American College in Baltimore, died in Baltimore.

Mr. Clark entered the business in Cincinnati in 1891 and three years later joined John Hancock as a supervisor of agents for J. C. Campbell, then state agent for Ohio and West Virginia. He was appointed state agent for Maryland and District of Columbia in 1897 and held that post until his retirement in 1944.

He was an organizer of Baltimore Assn. of Life Underwriters in 1900, serving as its first secretary and then as its president. He was elected secretary of National Assn. of Life Underwriters in 1903, chairman of the executive committee in 1909 and president in 1913. He was elected the first secretary of American College, later president, and finally chairman.

He was the uncle of Paul F. Clark, chairman of John Hancock.

Texas Court Decides On Naming Attorneys In State Liquidations

AUSTIN—Texas supreme court, in a decision handed down Jan. 15 involving the naming of attorneys in state liquidations of insurance companies, apparently gave its blessing to a program of "co-operation" between the state board of insurance and district courts in such actions.

The dispute over naming attorneys is of long standing. Austin district courts formerly appointed them, but in 1955 the legislature passed a law seeking to vest this power in the insurance board. A friendly suit was filed to determine "once and for all" which government branch had that power.

The supreme court's opinion said in part: "In our opinion the Texas statute does not vest the state board and its commissioner with the sole and exclusive power to appoint counsel under any and all conditions. Once liquidation has begun, the court is not rendered powerless to carry out its heavy responsibilities by a non-performance or mis-performance on the part of the board or its commissioner."

The opinion went on to say that "co-ordination or co-operation of two or more branches or departments of government in the solution of certain problems is both the usual and expected thing... A due regard for the powers and jurisdiction of the governmental departments involved is essential."

In line with its reasoning, the court refused to order District Judge Charles O. Betts in Austin to expunge his appointment of Renne Allred Jr. as attorney for J. D. Wheeler, state liquidator, in various receiverships including the ICT and U.S. Trust & Guaranty cases.

Tabulations Transposed

Tabulations showing 1958 dividend action of Government Personnel and John Hancock which appeared in the Jan. 5 edition were inadvertently transposed, resulting in incorrect figures for the two companies. The figures for John Hancock should be: Current policies, same as 1957; old policies, same as 1957; non-withdrawable, 3.125%; withdrawable, 3.125%; accumulated dividends, 3.125%. Government Personnel figures in corresponding categories should read: Same as 1957; same as 1957; 2.5%; 2.5%; 3%.

Pan-Am Unveils New Policies At Meeting

(CONTINUED FROM PAGE 2)

for its production since the previous convention. Commissioner Larson of Florida lauded the company for its operations in his state.

Kenneth D. Hamer, vice-president and agency director, thanked the field organization for its continuing cooperation with the agency department. Richard L. Hindermann, vice-president, public relations, outlined the agenda for the meeting. The president's reception and dinner-dance was held in the evening.

Dynamo Club, the leading producers' organization, met the second morning at breakfast with Mr. Simmons, its honorary chairman, who presented a gift to each member. He pointed out that the members are the backbone of the field organization and those to whom the newer agents look for leadership.

Mr. Ellis and Mr. Simmons opened the business session the third day. John Y. Ruddock, senior vice-president, declared that the company has always believed in the agency system and will continue to support it. The company will not prescribe any policy or operation that might undermine the agent's opportunities to improve himself and his service to policyholders, he said.

Mr. Ruddock also introduced the new rate book which includes several new policies. Irwin H. Fust, assistant superintendent of agencies, discussed the new agent's contract which has been liberalized to provide increased pension benefits and free group insurance. It also provides for persistency bonuses and permits agents to buy additional group and individual major medical at special rates.

Mr. Fust introduced new reduced term rates. Gilbert H. Sawyer, superintendent of agencies, unveiled the new family policy. Bernard S. Lyon,

superintendent of agencies, introduced the business and professional woman's policy and the new partnership plan proposal piece. Paul Light, superintendent of agencies, discussed the new and more competitive annuity rates. He also explained the new increase in discount rates for premiums paid in advance on life policies. The discount now is 3½% and will be allowed for each year beyond the current year's premium.

In the afternoon, J. B. Donnally, vice-president, group and pension, described the new agent's group plan and discussed a series of new package plans for groups of 10 to 25 lives. J. Merle Lemley, director of the pension department, commented on the by-products of pension trust business. Pan-American entered this field in October.

S. Rains Wallace Jr., director of research of LIAMA, speaking on "You Work too Hard," presented ideas on how agents could do a better job without expending as much energy.

The fourth morning's session began with a skit, "A Hothouse of Hot Ideas," presented by 12 million-dollar producers under the direction of Mr. Sawyer. They illustrated how ideas could be made to grow into something of value.

George J. Bosse, director of sales promotion, presented new sales promotion material on several plans. He said the new direct mail letters are drawing well. Mr. Lyon then discussed how the company's life income bond fits into the sales picture.

Mr. Hamer gave an inspirational talk on the business and its people, stressing the future that lies ahead for those who will take advantage of it.

Various parties and recreational activities were held during the convention.



"Partnership Philosophy Works in Reinsurance, Too!"

— SAYS JIM CHRISTOPHER, ASSISTANT VICE PRESIDENT, REINSURANCE, SAN FRANCISCO OFFICE, AMERICAN UNITED LIFE INSURANCE COMPANY

"I'M comparatively new at American United.

"But already I've found out just what the slogan, 'The Company with the Partnership Philosophy' really means. Not idle words, it is a way of life which American United enjoys with its Reinsurance clients, policyholders and associates.

"Active in Reinsurance since 1904, American United must know and practice the best business methods. Our experienced staff tests and then makes available these proven methods to you.

"Sharing risks—sharing ideas—sharing profits is the 'Partnership Philosophy' in action."

All American United Reinsurance field representatives—north, south, east as well as west . . . in Alaska . . . in Hawaii . . . in Canada—have a great story to tell . . . why more and more companies are placing their Reinsurance business with us. May we tell you? Write, wire or phone.

Your "partners" in Reinsurance—key personnel ready to serve you—appear in background of above photo. Left-hand threesome: Ted McClintock, Al Nichols and Fred Kautzman, all Home Office. Right-hand twosome: Fletcher Shepard, Atlanta Office and Fred Durham, Dallas Office. At desk, left to right: John Rohm, Harry Wilson, Hartz Perry and Mager Dickson, all Home Office.



AMERICAN UNITED LIFE INSURANCE COMPANY • HOME OFFICE: INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS • FLEXIBLE OPTIONS • LOW NET COST SPECIALS • UNIQUE JUVENILE • GROUP INSURANCE • GROUP RETIREMENT • PENSION TRUSTS • NON-CANCELLABLE DISABILITY • GUARANTEED RENEWABLE MAJOR MEDICAL • GUARANTEED RENEWABLE HOSPITAL & SURGICAL • SPECIALISTS IN SUBSTANDARD UNDERWRITING—REINSURANCE

62nd Y

Sto
Ins

NEW
to get t
in life t
spends
superma
stamps
press co
Tradit
be limit
kets, ei

Hol
the ea
of Life
dent o
Institu
The p
enlarg
a wor
has m
domes

Sen
\$36
By C

WAS
mittee
Monda
tion r
vestiga
and a
the ju
staff s
on the
The
for Se
was gi
allotm
tion, i
hearin
those
autom
also b
O'Mah
probab
hearin
The
admini
long le
nessee
templa
ter inc
"It